

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 1. No. 61. Copyright 1925 by Automotive Daily News Publishing Corporation NEW YORK, FRIDAY, NOVEMBER 20, 1925 Application for entry as second class matter pending at Post Office, New York, N. Y. 10 Cents, \$12 Per Year

## IMPORTANT TIRE TOPICS DISCUSSED BY N. T. D. ASS'N

### Banquet Brings Sixth Annual Convention To Close

Special to the Automotive Daily News  
ST. LOUIS, Nov. 19.—Following three days of discussion and addresses of interest to tire dealers, the National Tire Dealers' Association will bring the sixth annual convention to a close with a banquet at the Hotel Chase here to-night. About six hundred dealers, including three hundred from out of town, are registered at the convention, the first national automotive assembly to be held in St. Louis.

The convention menu arranged by the Associated Tire Dealers of St. Louis was varied. Besides serious business there were arranged sightseeing trips, a tour of inspection through the Cupples tire factory and two banquets at which the tire man and his problems were considered both seriously and humorously. F. W. A. Vesper of St. Louis and Orville Livingston, manager of the National Credit Men's Association, were the speakers at a banquet last night.

"Many of the improvements in the automobile and tire industries have been effected by co-operation among dealers," said Vesper, one of the largest automobile dealers in St. Louis. He urged improved sales facilities that would be in keeping with the industry tire dealers represent, and declared that the automobile has become a necessity. Mr. Livingston spoke on cause and effect of time payments in the retail tire business and championed cash payments for purchases. The nature of the retail tire business is such that it calls for caution in allowing credit, he declared.

R. L. Palmerton, chief of the rubber division, Department of Commerce, Washington, was the principal speaker at yesterday's session. In his address on a survey of dealers' rubber stocks he gave statistics compiled by his department.

He said a survey taken as of October 1 of this year showed each dealer to have in stock an approximate average of fifty-six tires, as against an approximate average of fifty-three tires per dealer on the same date last year. These figures were gathered from 75 per cent. of the dealers of the country who carry only 25 per cent. of the nation's stock of tires, he said.

George J. Burger of New York, president of the National Association, defined a tire dealer as "one

(Continued on Page 2)

New commercial car registrations throughout the country, compiled for the week and month, will be found on Page 6 of this issue.

## Cadillac Breaks Ground For \$3,000,000 Expansion

DETROIT, Nov. 19.—Ground was broken here today at the Clark Avenue plant of the Cadillac Motor Car Company as the first step in an expansion program involving the expenditure of \$3,000,000.

The project includes assembly and administration buildings at the plant and additions to existing retail outlets at the branch on Cass and York, and at the East Jefferson Avenue retail establishment.

New administration construction will release space in the present manufacturing buildings, now occupied by offices, and the new assembly unit, 750x125 in ground plan, will make possible a comprehensive rearrangement of present manufacturing layouts that will speed up production facilities.

Recent increase in foundry facilities has meant provision for an augmentation of 100 per cent. of output in this important department; additions and rearrangements of plants have been constantly in progress since 1921.

Lawrence P. Fisher, Cadillac president, says that production records have been consistently broken since the introduction of the new models. "Every department has been working overtime," he declares, "and night shifts have been the rule in many of them. In October we produced 3,200 cars, the largest ever produced in any one month by the Cadillac organization. We have more unfilled orders on hand now than ever before."

The Cadillac plant, between the Michigan Central and the New York Central tracks, covers fifty-three acres of land. Recent additions to brass, aluminum and iron foundry construction with necessary equipment, cost \$5,000,000, the buildings covering seven acres of land.

### Auto Industry Is Heavy Tax Payer

New York, Nov. 19.—The automobile business pays five times as much in war excise taxes as the total of war excise taxes paid by all other industries, says the National Automobile Chamber of Commerce. The automobile dealers of the country require \$20,000,000 in fluid capital to handle the Federal war excise tax transactions from shipping platform to buyer.

### GRANT OF CHEVROLET CO. VISITS PACIFIC COAST

San Francisco, Nov. 19 (U. T. P. S.).—R. H. Grant, vice-president and general sales manager of the Chevrolet Motor Company of Detroit, is in San Francisco for a visit with the Pacific Coast heads of his organization. He is accompanied by J. E. Grimm, Jr., advertising manager of the company. F. N. Coats, regional sales manager for the Chevrolet car, presided at the conference held here. Others in attendance included R. K. White, sales promotion manager for the Detroit factory; Guy C. Brown, vice-president and secretary of the Campbell-Ewald Company, and L. M. Drevés of Los Angeles, zone sales manager.

### GARDNER CO. HEAD SHOWS OPTIMISM FOR FUTURE

St. Louis, Nov. 19.—An optimistic forecast for the automobile industry in the immediate future is made by Russell E. Gardner, Jr., president of the Gardner Motor Company here, who has just returned here from a three weeks'

## INT. DUNLOP CO. TAKES BIG STEP

### Concern Acquires 90% Interest in British Rubber Mfg. Co.

Buffalo, N. Y., Nov. 19.—President E. B. Germain of the Dunlop Tire and Rubber Company of America, has received a cablegram from Sir Eric Geddes, chairman of the board of the International Dunlop Organization, saying that an agreement has been concluded for the acquisition by Dunlop for \$13,000,000 cash of a controlling interest in Charles McIntosh & Co. and all subsidiaries.

Excepting Dunlop, the McIntosh company is the largest British rubber manufacturer. Its products include tires, mechanical goods, hose, footwear, clothing, balls and other general rubber products. This concern is also one of the oldest rubber firms in existence and first developed the waterproofing of materials for raincoats.

This marks the first step of Dunlop in the field of manufacturing general rubber goods. Its principal products to date have been tires and golf balls.

The Dunlop purchase was based on a minimum of 90 per cent. controlling interest and the entire management will be taken over by the purchaser at once.

journey through the Eastern part of the United States.

"While buying is not as heavy as it has been during the warm weather, all signs indicate that the heavy slump which usually takes place during the fall and winter is not likely to occur," said Gardner.

## Deluxe Models Are Outselling Standard

Lansing, Mich., Nov. 20.—Proof of the truth of the statement that the luxuries of yesterday are the necessities of today is shown by an analysis of Oldsmobile's sales figures for the first 10 months of 1925. During the period the de luxe models, fully equipped with all accessories, far outsold the standard models. The most popular model was the de luxe coach, with the de luxe sedan, the highest priced car in the Oldsmobile line running second, slightly outselling the standard coach, the lowest priced closed car. The sales of standard and sport touring cars are about equal, due to the large export demand for the standard open cars.

## CHICAGO N. S. P. A. MEET DRAWS 1,100

### C. W. Moffett of N. Y. Is New President; Other Officers Elected

Chicago, Nov. 19.—After electing officers for the ensuing year, the National Standard Parts Association ended its first annual convention at the Hotel Sherman here Wednesday.

C. W. Moffett of Barney's Auto Parts Company of New York city will head the organization next year. Other officers are: W. Albaugh, Thompson Products, Inc., Cleveland, vice-president; directors, W. C. Stettinius, American Hammered Piston Ring Company; D. W. Rodgers, Federal Mogul Corporation, Detroit; W. MacPherson Smith, Spencer-Smith Machine Company, Howell, Mich.; J. D. Winterfeldt, Well-Ever Sales Company, Chicago.

Stettinius and Rodgers were re-elected to the board of directors. They were appointed by former President A. T. Haugh to fill vacancies last year.

E. P. Chalfant was appointed vice-president by the board of directors. Chalfant will sever his present business connections on January 1 to take over the management of the organization. He will devote all his time to the N. S. P. A.

C. B. Fraser, secretary of the organization, was reappointed by the board of directors.

With the closing of the first exposition the delegates and visitors were unanimous in declaring it the most successful they have ever attended. A great deal of business was transacted by all exhibitors.

More than 1,100 people attended the convention and the exposition during the three days.

## CHRYSLER CO. ACTS IN INSURANCE LEGAL TILT

Superior, Wis., Nov. 19.—Application for a preliminary injunction against W. Stanley Smith, State Commissioner of Insurance, brought by the Chrysler Sales Corporation, was denied in Federal Court here today.

The sales corporation sought to restrain the commissioner from enforcing the state insurance laws against the issue and delivery of insurance policies to purchasers of Chrysler automobiles in Wisconsin by the Palmetto Fire Insurance Company of South Carolina.

## BUS EXHIBITS AT DETROIT ATTRACT WIDE ATTENTION

### Many Exhibitors Benefit by Selling Products

Special from A. D. N. Detroit Bureau  
DETROIT, Nov. 19.—The National Motor Bus Show assumed a busy aspect yesterday, manufacturers reporting good sales for domestic as well as for foreign account. Exhibitors in the accessory line also were feeling elated over prospects of further sales in their respective divisions.

Attendance at the show yesterday was larger than in the two preceding days. Those in attendance showed greater interest in the details of the buses, engines and accessories. This was in a large measure the result of the many bus engineers present. They kept sales representatives active in explaining every small detail of their exhibits.

During the afternoon members of the Detroit City Council, accompanied by Col. H. U. Wallace

Descriptions of exhibits at the National Bus Show in Detroit will be found on Page 8 of this issue.

and other officials of the Department of Street Railways, were present. The city officials, who are much interested in bus operation because of the wide use of buses as feeders for the street car system, plan use of several hundred new buses in early spring, eventually using buses entirely for urban transportation.

Representatives from the Michigan Highway Transportation Association, as well as those from the National Association of State Highway Officials were present. Members of the latter organization began their annual convention at a downtown hotel.

Representatives of the Ruggles Coach Company announce the sale of six bus chassis as result of the show. They also have tentative orders for eight additional chassis. Several other companies also report tentative orders for motor buses and they expected these contracts to be closed before the end of the week.

This afternoon the second open meeting on bus operation will be held in the special convention hall of the show. This meeting will be presided over by Col. Herbert W. Alden, vice president of Timken-Detroit Axle Company.

The speakers will include Percy Owen, director of foreign sales for Dodge Bros., Inc., and director of the automotive division of the Department of Commerce; Prof. R. S. Swinton, of the College of Engineering of the University of Michigan, Ann Arbor; W. F. Evans, president and general manager of the Detroit Motor Bus Company, and Prof. W. E. Lay, of the College of Engineering of the University of Michigan, Ann Arbor, Sergeant H. O. Rounds, supervisor of safety, Department of Police.

(Continued on Page 2)



## SAFETY DRIVE GAINS MOMENTUM

### A. B. C. Song Books Being Widely Circu- lated



Chicago, Nov. 19.—Each month for the next twelve months every child in Chicago will be given a beautifully colored A. B. C. Song Book containing an "Always Be Careful" song and a colored illustration of one of the twelve safety commandments appearing on each song book, according to the plans of the Citizens' Child Safety Committee, of which Oliver C. Temme, president of the Temme Spring Company of Chicago, is chairman.

The campaign is being financed by reserving the back cover of the song books for advertising, the space being sold to local and national concerns who desire to lend support to this safety campaign to save children's lives. The books will be distributed through retail stores and schools. The children are being told about the song books by practically all radio stations and newspapers in Chicago.

"In my estimation, the plan of the Citizens' Child Safety Committee of Chicago of placing in the hands of every child in the city an A B C Song Book each month for a year is the most fundamentally sound and constructive step toward teaching children to be careful that has yet been made anywhere in the United States, and I feel that the work of this committee should have the support of the entire automotive industry," says Vincent Bendix of the Bendix Brake Company, South Bend.

"It is the first time, to my knowledge, that a great work of this kind has been made self-supporting, not requiring a dollar of 'donations.' We have subscribed for 100,000 copies, and feel the money is well invested. It will, however, take 12,000,000 copies to cover Cook county for the year. At the present time over 3,000,000 copies have been sold, and the work has been under way for less than sixty days. I think that all the automobile and parts and accessory manufacturers will want to subscribe. It gives them an opportunity to help in the work of reducing the terrible toll of children's lives."

## Reliability Air Tour Is Planned

Special from A. D. N. Detroit Bureau

Detroit, Nov. 19.—The second reliability tour to be held will take place earlier than the initial contest held last September, if the recommendation of the special committee of the Detroit Aviation Society, made at a dinner Tuesday night, are carried out.

That a second tour will be held is assured. William Mayo, chief engineer of the Ford Motor Company, declares that Henry Ford and his son, Edsel, who were factors in the first reliability tour, stand ready to lend all aid possible for the furtherance of airplane construction.

The special committee reporting on the first reliability tour recommends also that this city be made the starting and finishing point, that a large exhibit of airplanes and accessories be held and urged increased international participation in the event.

### HUDSON-ESSEX RECORD

San Antonio, Tex., Nov. 19.—All monthly records for Hudson and Essex motor car sales were shattered in San Antonio during October, when 112 cars were delivered by the Crockett Automobile Company.

## Germany Cuts Rates On U. S. Motor Cars

Special from A. D. N. Washington Bureau  
Washington, Nov. 19.—Reduced treaty rates by Germany, similar to those to be applied to Italian cars, on and after December 15, will also apply to automobiles of similar weight from the United States and other countries receiving most-favored-nation treatment from Germany, including Belgium and the United Kingdom, but not including Canada or France. This is the information received by the automotive division of the Department of Commerce from Commercial Attache C. E. Herzing at Berlin.

## N. T. D. A. SESSION IN ST. LOUIS ENDS

(Continued from Page 1)  
who derives a portion of his profits through the sale of tires."

A spirited discussion of this definition took place at a seven-hour executive session, many challenging Burger's definition as applying also to stores where the sale of tires is only a side line.

The executive session was also taken up with a discussion of the crude rubber situation, in which it was indicated that the government should be fortified with the proper facts regarding the effect the situation has on the retail tire trade.

By cutting stocks and doing away with needless variety in sizes and types the retail tire dealer can better his business and aid in a general lowering of tire costs, R. M. Hudson, chief of the division of simplified practice of the Department of Commerce, told the delegates at the opening session Tuesday. Hudson cited figures to show that 80 per cent. of the retail business was done with 20 per cent. of the varieties manufactured.

Retail merchants, he suggested, could force manufacturer to make fewer sizes and types of tires if they themselves limited their stocks to those for which there was the greatest demand.

"There are more than 200 varieties of tires manufactured and with the forty or more sizes available it would mean elimination of the small retailer from the business if he attempted to stock himself with all varieties and sizes offered," Hudson asserted.

He outlined ways in which the retailer may increase his profit—principally among them being a simplified line, constant sales effort, cutting of unnecessary cost, and buying carefully and with economy.

Paul W. Brown, editor and publisher of the Executives' Magazine, explained how the great strides in improving the methods of transportation had resulted in a complete revolutionizing of industry in the last five years.

## DAMAGES OF \$40,000 ARE ASKED OF RADIOLITE CO.

St. Paul, Minn., Nov. 19.—Forty thousand dollars damages is asked in a suit filed in Ramsey County District Court against the International Radiolite Company and H. J. Moe and Albert E. Hanson by Burton R. Smith and F. M. Richbourg, copartners doing business as the Radiolite Battery Company of California.

The complaint charges that prior to November, 1922, Moe and Hanson were sole owners of a secret formula for a compound used in electric automobile batteries for which letters patent were granted December 11, 1923, under the name, Radiolite, and were given exclusive right to manufacture and use this product. January 1, 1923, Morris and Smith were granted California rights for five years for the product. The complaint charges despite this agreement the parent company later that year granted "exclusive" rights to others in California to sell and use Radiolite. The International Radiolite Company is a St. Paul concern.

## LAUDS FEDERAL AID PRINCIPLE

### A. A. A. Head Points to Highway Benefits Derived

Special from A. D. N. Washington Bureau  
WASHINGTON, Nov. 19.

—The fact that Secretary of Agriculture Jardine is a stalwart champion of the Federal aid principle is the big reason for the bottom falling out of the movement in opposition to continued government support of the national good roads program. Thomas P. Henry, president of the A. A. A., declared today.

Mr. Henry's statement was coincident with the announcement by Secretary Jardine of his approval of the system of 75,884 miles of roads to be known as the United States Highways, selected by the Joint Board on Interstate Highways.

"Secretary Jardine's clear vision of the national needs and his appreciation of the true aims and broader purposes of Federal aid," Mr. Henry said, "has evoked a favorable response from the Atlantic to the Pacific and from the Canadian border to the Rio Grande."

The report of the government board, designating 145 routes, each with a number and including designs for standard direction and warning signs to be erected, has been forwarded to the American Association of State Highway officials. It was announced here today. Routes running east and west are designated by even numbers and those north and south by odd numbers.

One group of markers, the danger and caution signs, will consist of signs of four different shapes representing as many degrees of danger. These will have a yellow background with black letters and symbols. The other group will include standard route markers in the form of a United States shield and directional and informational signs. All signs in the latter group will have a white background with black letters.

The report of the joint board recommends that all signs, with the exception of the route marker, be used on all state highways in order to familiarize the public with the signs. The use of the United States shield as a route marker is to be restricted to United States highways and no other type designation is to be permitted on such roads.

Secretary Jardine, in a letter to Harvey M. Toy, chairman of the California Highways Commission, discloses that there are still big gaps in the highway system of the nation and that "only through the co-operative efforts of the Federal government, the states and the counties can these gaps be filled and an interstate system of highways on a high standardization plane completed."

## MOON OPENS NEW FACTORY BRANCH IN SO. ST. LOUIS

St. Louis, Nov. 19.—A new direct factory branch has recently been opened in South St. Louis at 1645 South Grand Boulevard, by the Moon Motor Car Company with Ralph Moberly as branch manager and T. J. Singleton as service manager.

Moberly is widely experienced in the automobile business, having been previously connected with the wholesale department of the Moon factory for two years, as well as having been connected with the Moon factory branch at 3114-3116 Washington Boulevard, where he is manager of the used-car department. This branch will not be affected in any way by the establishment of the South Side factory branch.

## Germany and Egypt At Motor Congress

New York, Nov. 19.—Johannes Buschmann, managing director of the German Automobile Dealers' Association, will bring a large delegation from Germany to the Second World Motor Transport Congress at the Hotel Roosevelt, January 11 to 13.

More than 2,000 automobile dealers throughout Germany are members of this organization. Great interest in the forthcoming Congress has been indicated by the entire membership.

Egypt will be represented at The Congress by S. Gregorakis of S. Gregorakis & Co., Cairo, who is expected to take a leading part in numerous discussions planned.

## MICH. H. T. A. IN DETROIT SESSION

### Important Bus Prob- lems Discussed; Banquet Held

Special from A. D. N. Detroit Bureau

DETROIT, Nov. 19.—Members of the Michigan Highway Transportation Association who are assembled here for a midwinter meeting in connection with the National Motor Bus Show were entertained at a banquet Monday night in the Hotel Statler.

The formal session of the association was held yesterday. Prior to it, a meeting of the executive committee was held for the purpose of discussing plans to be laid before the coming session of Congress and the special session of the Michigan Legislature.

"The motor bus operators have many problems before them," declared Roy Wolf of Coldwater, vice-president of the association. "These problems are not all of a legislative nature, however. There are many things concerned with the general service of bus operation that need ironing out, and we propose taking them up at this midwinter conference."

At the banquet last night Thomas T. O'Brien of the bus division of Reo Motor Car Company made the principal address. He reviewed the industry, pointing to its present high state of efficiency.

The officers of the association are: President, George P. McCallum, Detroit; Vice-President, Roy Wolf, Coldwater; Secretary, H. H. Hardy, Lansing; Treasurer, Wayne E. Taylor, Owosso.

## Bus Exhibits at Detroit Attract Wide Attention

(Continued from Page 1)

will present a series of motion pictures dealing with safety work, loaned by the National Safety Council, Chicago.

### SHOW BRIEFS

The Fitzjohn Manufacturing Company, Muskegon branch, is now engaged in building twelve bodies on Reo chassis for a company in San Juan, Porto Rico. This same company has now eight of the same type of buses in operation. The new consignment of buses will go forward shortly after the first of the year, declares Harry Fitzjohn, president of the company.

American built motor buses soon may be rolling over the roads in the vicinity of Canton, China. T. Y. Young and his brother, Bacon

## LEATHER VOGUE SEEN AT SALON

### Cars on Exhibit Show Various Styles in Upholstery

NEW YORK, Nov. 19.—Will leather come to be widely used for upholstering interiors of closed cars? A visit to the Automobile Salon being held this week at the Commodore Hotel would seem to indicate that there is at least a decided trend in that direction among the custom body builders.

Where one closed car was done in leather at last year's salon as a sort of novelty, more than half a dozen models so finished are seen this year. One reason for the adoption of this material instead of cloth in a number of instances is the recent development of new leathers for car upholstery.

Objection to the use of leather for interiors has been that it presents a comparatively hard, cold surface. With the introduction of these new leathers such objection is largely overcome, according to George A. Miller, a representative of the American Leather Producers.

Chief among these new types of upholstery leathers is the glove finish. It is made from the top grain of the hide, and after tanning and treatment becomes soft and warm to the touch, extremely pliable, and with a texture comparable to such materials as velour.

Samples of these glove leathers, and also some special hand-crushed Spanish types are on display at the salon. They are made up in a variety of colors and markings, some with plain surfaces, others embossed or stippled. By their use it is possible to secure a diversity of attractive effects and to match color schemes of body finish.

Utilization of these leathers in some of the finest examples of the body builder's art on display at the salon indicates that this type of material will stand comparison with the best cloth upholstery in the eyes of the fastidious prospects to which appeal is made.

As examples of the cars done in leather were two sedans on Rolls-Royce chassis. One with a body by Le Baron, finished in cream color, had brown hand-crushed Spanish leather on both seats. In a compartment on the rear of the front seat were a number of accessories done in the same leather. The other, a brilliant red, had the interior of its Holbrook body covered in black glove leather. Such accessories as an extra cushion, a mirror, and a notebook, were done in leather to match.

Young, Chinese students at the Packard Motor Car Company were among the most interested spectators at the National Motor Bus Show.

"We contemplate returning to China within a short time and of course we expect to go into business," declared T. Y. Young, spokesman for himself and his brother.

The Denby Motor Truck Corporation is represented by S. H. Hale, general manager and H. C. Bodamer, chief engineer.

The Detroit Motor Bus Company is represented by Fred J. Geiling, director of public relations.

The Fitzjohn Body Company, Muskegon, is represented by Harry Fitzjohn, president; George Hermanson, sales manager, and C. H. Thunfros, chief engineer.



## In New and Used Car Marts

### November Sales Retain Level of October Business

Special from A. D. N. Detroit Bureau  
Detroit, Nov. 19.—"We do not have to do much worrying about getting orders these days—we have plenty unfilled on our books," reports Max O'Leary, Ford dealer. "While the demand is mostly for coupes and Tudor sedans, we are selling a considerable number of touring cars equipped with winter tops. The new Ford line is so satisfactory that buyers are willing to take a touring car and equip it with a winter top, rather than to wait for a closed model."

#### Auburn

Steve Hurley, sales manager of Hurley-Barnett, Inc., Auburn dealer, says: "Business is not going at top speed, yet we are not complaining. We just sold seven of our 7-passenger sedans to the La Salle Cab Company and the De Luxe Cab Company for taxi use in Detroit."

#### Kissel, Franklin

Franklin - Michigan Company, also handling the Kissel, reports good business. George H. Zuver says: "It is a poor month that we do not sell twenty-five Kissels. Just now the straight-eight brougham seems to be the most popular model. We took on the Franklin line about two months ago, and have been very much pleased with our business to date. Used car sales are fair; used car reports show that many dealers have more used cars on hand now than in October; we are fortunate—our stock is decreasing rather than increasing."

### Elizabeth, N. J., Sales Run Ahead of October

Elizabeth, N. J., Nov. 19.—William E. Knapp, Packard dealer, reports a slight increase in sales so far this month in comparison with those of last month. Interest is shown in the closed models of both the Straight Eight and the six-cylinder models, he says. He anticipates an active market for new cars to continue during the winter months.

#### Overland, Willys-Knight

Elizabeth Overland Knight Company, dealer for Overland and Willys-Knight cars, reports that sales so far this month have jumped ahead of last month's record. This is attributed to the popularity of the new Overland and the drop in prices of the closed models. The company is a strong supporter of the used car mart.

#### Oakland, Chandler

E. M. Bacharach of the Bacharach Motor Company, dealer for Oakland and Chandler, stated that new car sales have taken a spurt during the last two weeks, particularly in the Oakland closed models. "An indication of the buying public's interest and confidence in the present and future of the motor car industry," said Mr. Bacharach, "is reflected by the several orders I now have on my books for the unnamed new car about to be produced by General Motors."

#### Paige-Jewett

The Gigi-Shorten Auto Sales, Inc., which handles the Paige and Jewett lines, stated that sales of new cars for the two preceding weeks had shown a marked improvement over the previous month, and expressed the opinion that with real cold weather approaching there would be from now on an increasingly brisk demand for closed models. The used car situation with this dealer is very good, having but a small stock on hand.

### Seasonal Slump Affects Used Car Sales in Duluth

Duluth, Minn., Nov. 19.—Used car sales in the Head-of-the-Lakes region are undergoing a seasonal slump but are equal to movements of used cars at this time last year, and the past week has shown more activity than the first week of the month, dealers report.

The recent price reductions of new cars has had a dampening effect on the call for used cars, it is said, but a local condition whereby highways are to be kept open during the period of heavy snow has tended to offset this. The increasing bus traffic between Duluth and surrounding cities has given prospective buyers the assurance that highways will be cleared, due to pressure brought to bear on highway officials by the transportation companies and their patrons.

An increase in sales during the past week can be traced to the pleasant weather prevailing, as opposed to the low temperature and series of snowfalls during October and the first week in November. It is reported by J. A. Kohn, proprietor of the Zenith Motor Company. Prospects of an Indian summer have caused a number of hesitant purchasers to decide to buy now, he says.

F. W. Hase, manager of the Motor Mart, reports some demands for used closed cars but little interest in the open models. He predicts a very moderate demand for any kind of cars this winter, and little in open models.

Edward Hoff, manager of the company that bears his name, has sold a few cars this week, but finds more sellers than buyers. This indicates, he says, the desire of the trade to get away from this winter's carrying charge. A heavy business in early spring may be expected as a result, he says.

### Los Angeles Finds Good Cars in Demand

Los Angeles, Cal., Nov. 19.—The used car market is in a healthy condition at present, with no reason to believe that it will materially change for some time to come, according to the views of leading dealers. The generally voiced opinion is that good cars always have a ready market and that they are not easy to get.

Practically all dealers are holding out for a one-third down payment of used cars with twelve months to pay, while several are favoring ten months in most sales, with a 40 to 50 per cent. down payment. There is no indication that many of the dealers will make any move to meet the new low down payment in effect by some of the used car dealers, who specialize in cars at \$10 down.

#### Gardner

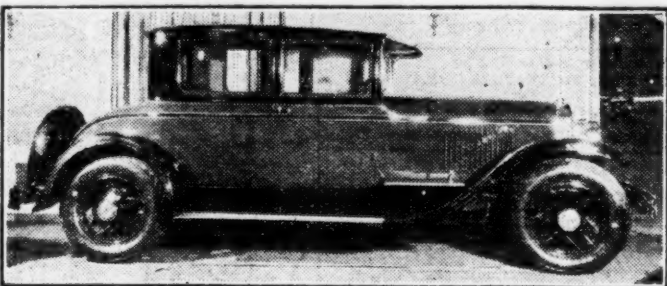
C. C. Russell, retail sales manager of the Southwest Motors Gardner distributor, states that he is encountering great difficulty in keeping the used car department supplied with cars. He explained that an advertisement published four weeks ago brought in enough cars to carry the department for two weeks, and that now there is again a shortage of used cars.

#### Dodge

According to G. L. McLeod, used car manager of the Albertson Motor Company, Dodge distributor, the used car sales for the month of September reached the highest point in the history of the firm, and sales are continuing unabated to date.

"Activity displayed in both the number of used cars taken in and in the number sold from the floor during the month indicates an unusually healthy market," said McLeod.

CADILLAC Five-Passenger Coupe, bodied by Fisher, one of the chief attractions at the annual Automobile Salon at the Hotel Commodore, New York.



### BUICK DEALERS HOLD SALES CONVENTION

Duluth, Minn., Nov. 19.—Twenty-eight Buick dealers from Duluth, the Twin Cities and the range held a sales convention here last week. Sessions were devoted to sales helps and service aids. Among the speakers were H. P. Carter, division manager, of Chicago; W. R. Stevens, sales manager of the Pence Auto Company, Minneapolis, who are Buick distributors for the Northwest, and C. E. Walker, J. S. Evenson and Sam Walton of the Pence Auto Company and H. S. Wenger of the Duluth Pioneer Auto Company.

#### MORE AUTO OWNERS

Kenosha, Wis., Nov. 19.—The city assessor's annual report shows that during the present year there was an increase of 1,119 owners of automobiles and trucks. In 1924 there were 4,867 cars valued at \$1,936,250. In 1925, the report shows, there are 5,986 cars valued at \$2,226,600.

#### PRICE CUT AIDS SALES

Detroit, Nov. 19.—The recent price reduction made in Nash cars resulted in a gain of 100 per cent. in the local sales, according to B. L. Scott, sales manager for the Miller-Judd Company, distributor of Nash and Ajax cars for South-eastern Michigan.

### WILLEY MOTOR CO. LOSES TWO OFFICIALS

Philadelphia, Pa., Nov. 19 (U. T. P. S.).—Among the important changes that have just taken place in the automobile business here are the resignations of L. F. Carter, vice president and general manager of the Guy A. Willey Motor Company, and W. L. McCutcheon, sales manager of the same concern.

### PECK TO HANDLE OAKLAND IN MACON COUNTY

Decatur, Ill., Nov. 19.—Robert R. Peck has been appointed distributor of the Oakland car in the Macon county territory, and has leased the building at 502 East William St. for a sales place and service station. He succeeds E. G. Hedges, who retires after several years as representative.

#### TO WHOLESALE FLINT

Chicago, Nov. 19.—Just before his departure for a tour of several weeks of the Pacific Coast, Herman J. Rosenberg, president of the Chicago Flint Company, announced that his organization, with headquarters at 2500 South Michigan Ave., will hereafter act as wholesale distributor of the Flint car in the Chicago district.

## Cleveland Reports Record October

Cleveland, Nov. 19.—The best October on record has just been recorded by the automobile dealers of the Fifth City, according to figures compiled by the Cleveland Automobile Manufacturers' and Dealers' Association.

Bills of sale for new cars filed with the County Clerk during the past month totaled 3,218. For the same month last year the total was 1,766, an increase of 82 per cent.

While part of the increase is attributable to the enforcement of a new law requiring the immediate filing of the bill of sale, the reports from individual dealers and distributors bear out the generous increase.

Used cars also moved well during the month, the total being 7,245, compared with 6,051 for the same month last year and 6,251 for October of the year preceding.

### FORD LEADS IN PORTLAND CO. SALES

Oregon, Nov. 19 (By U. P.).—Figures compiled by the Oregon Motor Register show the ten leading makes of passenger cars sold in Portland and Multnomah County, Oregon, to be divided as follows:

Ford, 439; Hudson-Essex, 146; Chevrolet, 116; Willys-Knight-Overland, 95; Buick, 89; Star, 65; Dodge, 46; Chrysler, 41; Studebaker, 40; Oldsmobile, 35.

### STUDEBAKER DISTRIBUTORS IN NEW QUARTERS

Lewiston, Me., Nov. 19.—The Park Street Motor Corporation, Studebaker distributors, are now in larger quarters. The new place has a surface of 80,000 square feet, and is one of the largest showrooms in Maine. The company has also completed a new building at Rumford, and has opened branches at Brunswick and Bath. Samuel Shapiro is president of the corporation, and Vincent E. Morris general sales manager.

for Economical Transportation



Chevrolet dealers didn't need to go to Florida this year to make money. They have been busy and prosperous delivering more cars at retail in their own localities than in any single previous year.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....	\$525	Coupe .....	\$675	Commercial Chassis .....	\$425
Roadster ....	525	Coach .....	695	Express Truck Chassis .....	550
		Sedan .....	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,  
25 City Hall Place, New York, N. Y.  
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500

Application for entry as second-class matter is pending at Post Office, New York, N. Y.  
O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,  
Treasurer; Alexander Johnston, Secretary.

FRIDAY, NOVEMBER 20, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.  
Harry A. Tarantous, Advertising Manager, George M. Slocum, Manager Detroit  
Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager,  
168 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little  
Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank  
Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry  
Building, Seattle, Wash.  
Address ALL advertising cuts, copy and correspondence for New York office to  
1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.  
Telephone, Franklin 3900.  
Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter  
Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C.  
Wetmore, Clyde Jennings.

## SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.  
Single copies, 10 cents.  
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1925, Automotive Daily News Publishing Corporation.

## A Limitless Market

**I**N APPRAISING automotive export markets of the future, there is one field which is likely to become of tremendous importance. This is the motorbus field. There are in the world a great many countries which have been grievously backward as regards transportation. Their railway systems are fragmentary, or at least insufficient to promote the national progress that the present condition of the world should make inevitable.

*Now the chances are that these missing railways never will be built. Instead of the rail carrier, these nations backward in transportation are almost certain to turn to the more flexible motor vehicle and road building. Bus lines for carrying passengers and fleets of motor trucks for handling goods are likely to be the solution of transportation problems in these countries, which have been prevented by circumstances from building railways.*

Indeed, this very development is even now taking place in a number of South American countries, which have been behindhand in formulating transportation systems. The present highway building congress in Buenos Aires has given a tremendous impetus to road building in the southern continent. Chile has just passed a bill forming a permanent highway-congress to promote a modern road system for the nation. Cuba has gone "bus mad." During the present year no fewer than 1,159 motor buses have been registered in the West Indian island. One of the Mexican cities is contemplating installing its own motor bus system and will be in the market for fifty American buses. Australia has begun to use bus transportation. And these are only a few of many and are all culled from the news of the past few days.

When this tremendous potential market becomes an actual one, it would not be surprising to have our bus builders exporting more vehicles than they produce today.

## Erskine on Time Payments

**A**NYTHING that A. R. Erskine of Studebaker says is invariably listened to by the automotive industry with respectful attention, because Mr. Erskine always has something to say when he talks. In Chicago the other day he made some remarks on time payment sales of motor vehicles, which are worth careful reading.

"Down payments of 20 to 25 per cent.," said Mr. Erskine, "barely cover the financing and insurance charges and leave buyers with but little equity in the car."

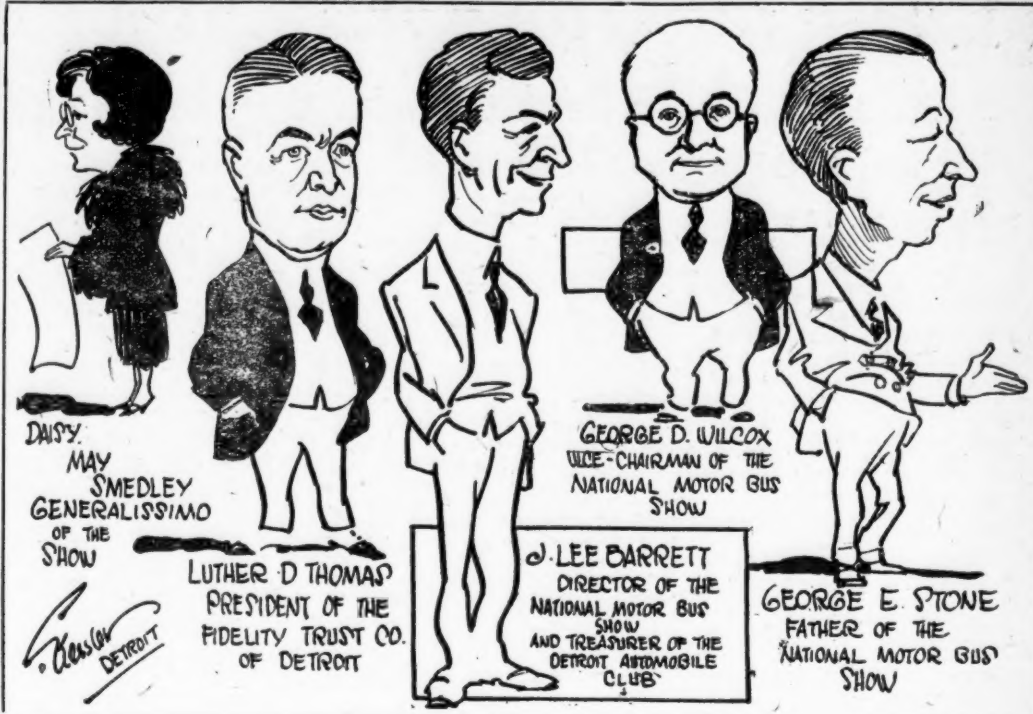
"Most of the defaulters are not dishonest, but merely overestimate their ability to pay. But the good risks who pay out their contracts are compelled to pay exorbitant rates for credit because of the bad risks who default. This is an evil to the industry and should be stopped."

A rumor that spread around London last week to the effect that the Fiat Company would take charge of the Ford plant at Trieste, while Ford would operate the Fiat plant in North and South America, has been denied by Fiat, with Ford still to be heard from.

Minnesota, Wisconsin, Iowa, North and South Dakota have been indulging in a little private civil war of their own, each refusing to recognize the motor truck licenses of the others. Now they have decided to make peace and have called in the lawyers to settle the feud. Keep your eyes on your state treasuries, boys.

## AT THE DETROIT BUS SHOW—

By Kessler



## Sales Scents

"A reward of \$25 will be paid to any one who sees this car being driven more than 25 miles per hour."

This sign appears on the rear of all cars in transit from the Studebaker factories to Downs & Weir garage of Ashland, O.

In all instruction books issued by various automobile concerns, car owners see among the important "don'ts" a statement to the effect that the new car should not be driven over twenty miles per hour for the first five hundred miles.

"This is good advice and should be adhered to strictly," states Charles Downs of the local Studebaker agency.

"But you cannot expect owners to be careful in driving their cars if the dealers themselves are careless in bringing the cars from factories."

"All of our cars are brought to the Ashland plant by experienced drivers, men who are in our employ all the time."

"No new car is driven faster than twenty miles per hour while it is being brought from the factory, and we never disconnect a speedometer. I do not expect to have to pay a reward to any one, because all of my drivers are careful."

"When a new car in transit to the garage here leaves the factory, one of the first things that is done is to put four quarts of oil in the gasoline tank. When the car arrives in the local plant it receives a thorough inspection and is placed at once in the display rooms."

"We never use new cars for demonstrators. When a person buys a car here he is assured that it has been driven from the factory and that is all."

"By paying attention to the 'little things' we have built up a system that gives real service to our customers."

"Car owners are very proud of their machines in most cases, and hate to see garage employees do things that they wouldn't do themselves."

"For that reason we have taught our mechanics and all employees to avoid leaving grease marks or hand or footprints on the cars, to avoid racing the engine, and in fact to treat the car in the same way the instruction books inform the owners."

"More of the mechanics in garages should learn some of the

rules taught in the instruction books for new car owners.

"It is no worse for a car owner to play 'Yankee Doodle' with the accelerator than it is for a garage employee."

"It discourages a car owner to take his new car to a garage where he believes care will be taken of it, only to find some ignorant employee making the motor sound like a Liberty airplane engine."

"Manufacturers are wasting a lot of money printing nice-looking instruction books for new car owners when employees of their own dealers throw the rules into the discard."

"Car owners must not develop a negative mental attitude toward their dealer. The successful dealer has the absolute confidence of his customers, and when such confidence is won there will be more dealers who can depend on service alone as their sole salesman," concludes Mr. Downs.

## CLEVELAND AUTO MEN HONOR ALEXANDER WINTON

Cleveland, O., Nov. 19.—The Cleveland Automobile Manufacturers and Dealers Association held one of the most impressive events ever scheduled by the association Thursday evening. The meeting was held after a dinner in the Rainbow room.

The trade paid homage to their guest of honor, Alexander Winton, a Cleveland man whose foresight and perseverance helped to found and foster the great automobile industry. Men from all branches of the industry attended. Another feature of the meeting was an address by Mason B. Hatch of Buffalo.

The development of the automobile show plans was discussed at the meeting. Passenger car space was exhausted at the first drawing and the holders of space are now preparing for their exhibits through the factory and other sources to make their display material of unusual interest.

## Coming Automotive Events

### NOVEMBER

- 18-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon. Hotel Commodore.
- 20—Washington, D. C. Society of Automotive Engineers, meeting of Washington section, Cosmos Club.
- 20—Chicago, Ill. Society of Automotive Engineers, meeting of Chicago section.
- 16-21—Detroit, Mich. Society of Motor Transportation Engineers, annual convention.
- 16-21—Detroit, Mich. First National Motor Bus Show.
- 24—San Francisco, Cal. Society of Automotive Engineers, meeting of Northern California section.
- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

### DECEMBER

- 1-5—Pernambuco, Brazil. Good Roads Conference.
- 3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16—Brussels, Belgium. Annual Automobile Show.
- 7-20—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.

### JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
- 16-23—Philadelphia, Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago. American Road Builders' Association Annual Convention.
- 11-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Detroit. National Society Automotive Engineers.
- 21-22—Detroit. Michigan Independent Oil Men's Association.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 26—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit. Michigan Highway Association.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.
- 30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.

### FEBRUARY

- 1-6—Chicago. Chicago National Show.



# Chrysler to Split Stock on 4-for-1 Basis

## RISE IN MARKET VALUE JUSTIFIES PROPOSED ACTION

### Establishment of Divi- dend Basis for Shares Is Expected

**DETROIT, Nov. 19.**—The long-expected stock split-up by the Chrysler Motor Corporation will be authorized on December 18, when it is expected that the stockholders will approve the recommendation of the directors to issue four shares of new common stock for every one now owned. No action has been taken toward the payment of dividends, but the belief in financial circles is that a dividend basis for the new stock will shortly be established.

Walter Chrysler, president of the corporation, let it be known following the meeting of the board of directors that the split-up had been decided upon and explained that the board felt, in view of the recent high market value of the stock, that stockholders would appreciate an exchange on a basis of four for one.

Mr. Chrysler said that October factory shipments exceeded those of the same month last year by more than 80 per cent. Furthermore, he said, the sales of cars are far ahead of last year. Distributors' stocks of cars are low for this period of the year in spite of the large volume of business being handled, he added. Mr. Chrysler expects a continuance of satisfactory factory operations throughout the winter.

Factory inventories were declared to be at a low level. The company has on hand in excess of \$32,000,000 in cash and current drafts receivable.

Chrysler common showed a net loss of 12½ points a share, Wednesday. There was heavy selling of the stock after the directors' action became known. Chrysler shares have been advancing sensationally for weeks on the strength of the company's earning power and the prospect of a stock split-up or dividend distribution. The action of the stock Wednesday suggested that the market had discounted the action of the directors.

## Marlin-Rockwell's Earnings Increase

**New York, Nov. 19.**—The Marlin-Rockwell Corporation and subsidiaries report for the quarter ended September 30, 1925, a net profit of \$335,895 after expenses, depreciation, etc., equivalent, after 7 per cent. preferred dividend requirements, to \$1.29 a share earned on 222,805 shares of no par common stock. This compares with \$317,590, or \$1.21 a share on common in preceding quarter, and net loss of \$5,836 in third quarter of 1924.

Net profits for first nine months of 1925 amounted to \$903,500, equal after preferred dividends to \$3.41 a share on common stock.

Consolidated income account for quarter ended September 30, 1925, compares as follows:

	1925	1924
Gross	\$321,168	\$214,689
Expenses	174,755	114,696
Depreciation	123,127	112,421
Operating profit	\$323,274	\$114,240
Other income	12,619	7,404
Net profit	\$335,895	\$121,644
Preferred dividends	47,649	47,649
Surplus	\$288,246	\$73,995

\*Loss. †Deficit.

## RANGE OF AUTOMOTIVE STOCKS

Previous, 1925		NEW YORK STOCK EXCHANGE		Sales		High		Low		Close		Net Change	
High	Low	Div.											
29	13		Advance Rumely	100	17	17	17	17	17	17	17	—	1/8
62 1/2	47	3	Advance Rumely pf.	700	59 1/2	59 1/2	59 1/2	59 1/2	59 1/2	59 1/2	59 1/2	—	1/8
15 1/2	10	3	Alex Rubber	1,400	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	—	1/8
9 1/2	7 1/4	8	Allis-Chalmers	3,100	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	—	1/8
54 1/2	26 1/2		Am. Bosch Magneto	2,700	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	—	1/8
20	11 1/4		Am.-La France	6,600	16 1/4	16 1/4	16 1/4	16 1/4	16 1/4	16 1/4	16 1/4	—	1/8
44 1/2	27	1.50	Briggs Mfg. Co.	2,400	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	—	1/8
52	27 1/2	3	Chandler Motor	6,300	41 1/2	41 1/2	41 1/2	41 1/2	41 1/2	41 1/2	41 1/2	—	1/8
253	103 1/2	3	Chrysler Corp.	70,000	217	196 3/4	200	196 3/4	200	196 3/4	200	—	1/8
112 1/2	100 1/4	8	Chrysler Corp. pf.	294	107 1/4	107 1/4	107 1/4	107 1/4	107 1/4	107 1/4	107 1/4	—	1/8
15 1/2	8 1/4	.80	Continental Motors	10,000	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	—	1/8
43 1/2	21 1/2		Dodge Bros. A.	25,800	40 1/2	40 1/2	40 1/2	40 1/2	40 1/2	40 1/2	40 1/2	—	1/8
91 1/2	73 1/2	7	Dodge Bros. pf.	4,900	86 1/2	86 1/2	86 1/2	86 1/2	86 1/2	86 1/2	86 1/2	—	1/8
28 1/2	10 1/2	2	Eaton Axle & Spring	2,200	25 1/2	25 1/2	25 1/2	25 1/2	25 1/2	25 1/2	25 1/2	—	1/8
77 1/2	60 1/2	4	Electric Stor. Battery	5,500	73 1/2	73 1/2	73 1/2	73 1/2	73 1/2	73 1/2	73 1/2	—	1/8
28 1/2	12	.64	Emerson-Brant pf.	1,000	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2	—	1/8
125 1/2	60 1/2	5	Fifth Avenue Bus	100	14 1/2	14 1/2	14 1/2	14 1/2	14 1/2	14 1/2	14 1/2	—	1/8
28 1/2	10 1/2		Fisher Body	9,800	107 1/2	96 1/2	98 1/2	96 1/2	98 1/2	96 1/2	98 1/2	—	1/8
116 1/2	75 1/2	7	Fisk Rubber	10,200	25 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	—	1/8
24 1/2	28 1/2	2.50	Fisk Rubber 1st pf.	2,800	137 1/2	136 1/2	137 1/2	136 1/2	137 1/2	136 1/2	137 1/2	—	1/8
16 1/2	4 1/2		Gardner Motor	1,500	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2	—	1/8
140 1/2	64 1/2	12 1/2	General Motors	93,500	120 1/2	125 1/2	124 1/2	125 1/2	124 1/2	125 1/2	124 1/2	—	1/8
114 1/2	102 1/2	7	General Motors 7 1/2 pf.	700	112 1/2	113 1/2	113 1/2	113 1/2	113 1/2	113 1/2	113 1/2	—	1/8
26 1/2	12 1/2		Glidden Co.	2,300	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	—	1/8
74 1/2	36 1/2	4	Goodrich	12,600	68 1/2	65 1/2	66 1/2	65 1/2	66 1/2	65 1/2	66 1/2	—	1/8
114 1/2	86 1/2	7	Goodyear T. & R. pf.	1,000	110 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	—	1/8
49 1/2	19 1/2	2.50 1/2	Hayes Wheel	1,200	41 1/2	41 1/2	41 1/2	41 1/2	41 1/2	41 1/2	41 1/2	—	1/8
139 1/2	35 1/2		Hudson Motor Car	91,800	106 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2	—	1/8
31 1/2	14 1/2	1	Hupp Motor Car	13,400	25 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	—	1/8
24 1/2	13 1/2	.50	Indian Motorcycle	100	95 1/2	95 1/2	95 1/2	95 1/2	95 1/2	95 1/2	95 1/2	—	1/8
65 1/2	35 1/2	3	Jordan Motor Car	11,300	47 1/2	44 1/2	45 1/2	44 1/2	45 1/2	44 1/2	45 1/2	—	1/8
21 1/2	12 1/2		Kelly-Springfield	2,800	17 1/2	16 1/2	16 1/2	16 1/2	16 1/2	16 1/2	16 1/2	—	1/8
114 1/2	87 1/2	6	Kelsey Wheel	1,200	105 1/2	105 1/2	105 1/2	105 1/2	105 1/2	105 1/2	105 1/2	—	1/8
3 1/2	1 1/2		Keystone T. & R.	500	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	—	1/8
242 1/2	117 1/2	6	Lee Rubber & Tire	1,400	15 1/2	14 1/2	14 1/2	14 1/2	14 1/2	14 1/2	14 1/2	—	1/8
113 1/2	104 1/2	7	Mack Trucks	81,800	227 1/2	215 1/2	218 1/2	215 1/2	218 1/2	215 1/2	218 1/2	—	1/8
32 1/2	16 1/2	1	Mack Trucks 1st pf.	100	110 1/2	110 1/2	110 1/2	110 1/2	110 1/2	110 1/2	110 1/2	—	1/8
42 1/2	22 1/2		Marlin Rockwell	900	20 1/2	20 1/2	20 1/2	20 1/2	20 1/2	20 1/2	20 1/2	—	1/8
44 1/2	22 1/2		Moore Motors	6,700	34 1/2	34 1/2	34 1/2	34 1/2	34 1/2	34 1/2	34 1/2	—	1/8
35 1/2	18 1/2	2	Motor Wheel Corp.	3,800	20 1/2	20 1/2	20 1/2	20 1/2	20 1/2	20 1/2	20 1/2	—	1/8
21 1/2	13 1/2		Mullins Body	100	15 1/2	15 1/2	15 1/2	15 1/2	15 1/2	15 1/2	15 1/2	—	1/8
42 1/2	25 1/2	2.40 1/2	Murray Body	2,400	25 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	—	1/8
48 1/2	15 1/2		Packard Motor Car	18,400	40 1/2	37 1/2	38 1/2	37 1/2	38 1/2	37 1/2	38 1/2	—	1/8
23 1/2	17 1/2	1.40	Paige-Detroit Motor	6,400	25 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	—	1/8
199 1/2	43 1/2		Pierce-Arrow	2,400	38 1/2	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2	—	1/8
18 1/2	8 1/2		Pierce-Arrow pf.	3,400	38 1/2	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2	—	1/8
26 1/2	15 1/2		Reynolds Spring	1,800	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	—	1/8
84 1/2	55 1/2	6b	Spicer Mfg. Co.	1,800	27 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	—	1/8
89 1/2	61 1/2	6	Stewart-Warner Speed	6,200	77 1/2	73 1/2	75 1/2	73 1/2	75 1/2	73 1/2	75 1/2	—	1/8
83 1/2	41 1/2	6	Stromberg Carburetor	800	78 1/2	75 1/2	75 1/2	75 1/2	75 1/2	75 1/2	75 1/2	—	1/8
59 1/2	37 1/2	4b	Studebaker	2,500	37 1/2	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2	36 1/2	—	1/8
57 1/2	33 1/2		Timken Roller Bear	4,800	55 1/2	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2	54 1/2	—	1/8
108 1/2	92 1/2	8	U. S. Rubber	274,100	92 1/2	86 1/2	86 1/2	86 1/2	86 1/2	86 1/2	86 1/2	—	1/8
104 1/2	57 1/2	4	U. S. Rubber 1st pf.	100	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	108 1/2	—	1/8
34 1/2	9 1/2		White Motors	36,500	83 1/2	78 1/2	79 1/2	78 1/2	79 1/2	78 1/2	79 1/2	—	1/8
119 1/2	72 1/2	7	Willis-Overland	35,100	27 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	—	1/8
43 1/2	22 1/2	.75	Willis-Overland pf.	2,100	118 1/2	116 1/2	116 1/2	116 1/2	116 1/2	116 1/2	116 1/2	—	1/8
			Yellow T. & T. B.	7,500	28 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	—	1/8

### NEW YORK CURR MARKET

Sales	High	Low	Last	Sales	High	Low	Last
1700 Auburn Auto	45 1/2	43 1/2	43 1/2	200 Med. M. Truck	37	37	37
125 Bendix Corp.	33 1/2	32 1/2	32 1/2	3319 Packard	40 1/2	37 1/2	38
550 Cont. Motors	11 1/2	11 1/2	11 1/2	1650 Paige	25 1/2	24 1/2	24 1/2
1600 Hupp Motor	25 1/2	24 1/2	24 1/2	3690 Reo Motor	25 1/2	24 1/2	25
125 Reo Motors	25 1/2	24 1/2	24 1/2	475 Timken Axle	8 1/2	8 1/2	8 1/2
600 Stewart-Warner	77 1/2	74 1/2	75 1/2				
1100 Yel. T. Mfg. Co.	95 1/2	94 1/2	95 1/2				
160 Yel. T. Mfg. pf.	95 1/2	94 1/2	95 1/2				
1100 Yellow Taxi	50	48 1/2	49 1/2				
100 Auto Body	3	3	3				
495 Cont. Motors	11 1/2	11 1/2	11 1/2				

(The above table shows Wednesday's stock movement, complete.)

1700 Auburn Auto	45 1/2	43 1/2	43 1/2	200 Med. M. Truck	37	37	37
125 Bendix Corp.	33 1/2	32 1/2	32 1/2	3319 Packard	40 1/2	37 1/2	38
550 Cont. Motors	11 1/2	11 1/2	11 1/2	1650 Paige	25 1/2	24 1/2	24 1/2
1600 Hupp Motor	25 1/2	24 1/2	24 1/2	3690 Reo Motor	25 1/2	24 1/2	25
125 Reo Motors	25 1/2	24 1/2	24 1/2	475 Timken Axle	8 1/2	8 1/2	8 1/2
600 Stewart-Warner	77 1/2	74 1/2	75 1/2				
1100 Yel. T. Mfg. Co.	95 1/2	94 1/2	95 1/2				
160 Yel. T. Mfg. pf.	95 1/2	94 1/2	95 1/2				
1100 Yellow Taxi	50	48 1/2	49 1/2				
<b>DETROIT</b>				<b>CLEVELAND</b>			
100 Auto Body	3	3	3	Firestone	125	125	125
495 Cont. Motors	11 1/2	11 1/2	11 1/2	Firestone 6s pf.	160		
				Firestone 7s pf.	98	100	
				Goodyear	40	40	40
				Peerless	31 1/2	35 1/2	

(The above table shows Wednesday's stock movement, complete.)

(The above table shows Wednesday's stock movement, complete.)

## Current Commodity Prices

**New York, Nov. 19.**—A slight reaction in the rubber market has followed the posting of peak prices a few days ago. The demand



**BORLAND ARRANGES  
FOR NEW FINANCING**

St. Paul, Nov. 19.—Incorporation of the Borland Automotive Works, manufacturer of Borland pistons, was discussed at a meeting held last week, attended by about 300 persons holding interest in the pending patent on the piston. A plan for temporary with show rooms at South Grand having interest in the pending patent will contribute was made and a committee named to arrange for this.

**TIME PAYMENT PLAN**

Milwaukee, Wis., Nov. 19.—The C. L. Jeunesse Sales Company is inaugurating a plan whereby automobile repair work can be done on time payments.

**TO HANDLE RADIO**

Chicago, Nov. 19.—The newly organized Richard T. Davis, Inc., has leased the store at 5252 Broadway and will operate as a manufacturer and sales agency for radio sets, parts and accessories as well as automobile parts and accessories. Those prominently identified with the company are M. E. Lawless, A. J. Parker and George Q. Chritton.

**NEW ANTI-FREEZE**

St. Paul, Minn., Nov. 19.—A ready market is reported for a new anti-freeze mixture for automobile radiators, discovered and now being manufactured by Henry Max, president of the Craig Oil and Refining Company, a local gasoline and oil distribution agency.

**OREGON ENFORCING ITS  
HEADLIGHT LAWS**

Salem, Ore., Nov. 19.—Complying with the demand of Oregon's new auto light law, a majority of the motorists of this state have had their lights adjusted to the required angle and candle power. State traffic officers are now arresting violators of the statute which went into effect in May, heretofore, no steps had been taken to bring violators to task.

The law was modeled after that in effect in California. A spotlight may be used but must be fastened rigidly.

The standard fee for testing and adjusting the lights is 75 cents, and the average total cost after new bulbs and sockets are purchased is about \$3.

**WISCONSIN AXLES**

Wisconsin axles are known and recognized as standard throughout the world. Used under more than one hundred different makes of trucks, busses, coaches, railcars and tractors.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating, Semi-Floating

WISCONSIN PARTS CO., Oshkosh, Wis.

**NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED NOVEMBER 7, 1925**

States	Acme	Autocar	Brockway	Chev-rolet	Com- merce	Dia- mond-T	Dodge	Dodge- Graham	Federal	Ford	Garford	G. M. C.	Inter- national	Mack	Mason	Over- land	Pierce- Arrow	Réo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscel- laneous	Totals	States	
Kansas				2				2		22																			26	Kansas	
Louisiana				3		1		2		52			1					2											61	Louisiana	
Maryland	1	2		7			3	4		47			4	2			1	7									3	1	82	Maryland	
Nebraska							1			9		1																1	12	Nebraska	
N. Hamp.																															N. Hampshire
N. Carolina				3			5	7		145	1	1	7					4	3								2	1	170	N. Carolina	
N. Dakota				4				2		32			1	1				1											41	North Dakota	
Oregon				6				5	1	24	1	2		4				1									1		45	Oregon	
Rh. Island		1		1			2	1		18					6	1		2		1									33	Rhode Island	
S. Carolina				2			2	1		74			1										1						81	So. Carolina	
S. Dakota				3			1	1		25			1					1	1										33	South Dakota	
Texas		1		35		11	12	3	447			1	18	2		1		15	1				1				3	6	557	Texas	
Utah				2			1	1		16																			22	Utah	
Wash'gton				6			4	2		25	1	1	1	2													1		43	Washington	
W. Virginia		1		7			8	4		57								5	1			1	1	1				5	91	West Virginia	
Wyoming							1	1		3			1																6	Wyoming	

**LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS**

The figures shown in this table are for October, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brockway	Chev-rolet	Com-merce	Dia-mond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason Road Kings	Over-land	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States		
•Alabama							1	1		46																		1	49	Alabama		
•Arizona				16			23	27		52			4	2			1	7									4	1	137	Arizona		
Arkansas				15			18	5	6	495		2	15	2			4	4	2					5			5	5	583	Arkansas		
•California	1	17		140			181	163	58	719	7	22	29	66	2	6	6	98	5	1			13	2	1		24	127	1688	California		
•Colorado				17				15	2	163		3	3	2					5								5		215	Colorado		
•Connecticut	1	1	6	13	1		56	13	14	204		8	9	21			3	2	32	1	2	1		4		3		19	15	419	Connecticut	
Delaware				6			1	4		78		2					1		7				1						100	Delaware		
•Florida		2		12			47	84	9	836		4	63	52		10		30	1	31			1	2			24	69	1277	Florida		
•Georgia				8			17	8	7	490		3	1	5			1		9					1			2	3	555	Georgia		
•Idaho				22			18	7		144		1	11	2				5	4					1				1	216	Idaho		
Illinois	7			103		33	100	32	11	729		9	65	20			12	13	65	1			5	1	6		24	140	1386	Illinois		
•Indiana				61			23	31	10	672		1	46	12			5		25					6			2	7	28	931	Indiana	
•Iowa				47			14	12	3	331		3	19	2	1			24						1				2	16	475	Iowa	
Kansas				35		2	21	10	2	262		4	21	1			2		9					1				1	8	379	Kansas	
•Kentucky				18			21	17	1	213	1	3	17	7	1	3		13	2				2	1			4	3	13	342	Kentucky	
•Louisiana				14			13	3		251		4	7	1			2		3					1				6		306	Louisiana	
•Maine				11			9	2		45		1	1	1					3									1		74	Maine	
Maryland	2	10	1	38		1	14	14	4	217		6	16	7		1	3	26	2		1	1	2		1		12	12	392	Maryland		
•Mass'etts	2	26	7	53			99	39	17	497	2	8	28	53	11	5	9	109	1	3	1		1	5	2		40	34	1053	Massachusetts		
Michigan	7	11		155			80	41	45	1285		25	41	42			6	3	102	7	8		1	4	1		4	110	1978	Michigan		
•Minnesota				115			1	28	22	7	491	2	4	34	7		5	2	27	2								13	5	765	Minnesota	
Missouri		2		40		6	31	38	9	508	1	7	26	18	1	3	1	11	4									5	7	718	Missouri	
Montana				17			6	6		72		1	3						2					1					1	109	Montana	
•Nebraska				10			12	7	2	351		2	9	2			1		5									9	4	414	Nebraska	
•N. Hamp.				6			8	6	2	76	1	2	10	2			1		9									5	5	133	N. Hampshire	
•N. Jersey																															New Jersey	
N. Mexico				8			8	9		69			3						1					1						99	New Mexico	
•New York	7	46	80	231	1	12	272	87	41	1340	10	23	62	128	3	36	37	177	6	1	26		11	4	16		87	113	2857	New York		
•N. Carolina	3	1		15			6	44	3	503		6	24					6	6	2	2							14	23	658	No. Carolina	
N. Dakota				45			1	4	2	227			8						7											294	North Dakota	
•Ohio	4	1		96			43	30	15	628	5	3	36	35			8	2	37	2				2		4	7	49	53	1060	Ohio	
Oklahoma				60			27	33	9	921		2	12	11					11	6		2						9		1103	Oklahoma	
Oregon				18				22	14	123	2	9	2	19					4	1								13	7	234	Oregon	
Pennsylv.	8	54	21	243	7	6	262	145	29	975	10	16	59	67	8	24	7	139	10		1		4	14	8		73	113	2303	Pennsylvania		
•Rh. Island		4	1	8			24	4	1	79	1	2	5	6			1	1	13		2							6	10	168	Rhode Island	
•S. Carolina				4			5	4		295		1	4	2					4	3								2	3	329	So. Carolina	
S. Dakota				28			2	10		97		1	16						1										2	157	South Dakota	
•Texas		2		87			30	36	5	1386		4	32	8			3		30	2						1		14	11	1650	Texas	
Utah				13			18	2		64			6	2					1					1				1	4	112	Utah	
•Virginia		4		35		2	11	17	3	438	2	1	12	4			1	3	4	5	2		1					7	16	568	Virginia	
Wash'gton				25			23	10		189	3	5	2	8			2	1	5	4				2				3	10	292	Washington	
W. Virginia			1	30		3	47	24	1	210	2	3	19	7			4		25					1	4	6		5	33	635	West Virginia	
Wisconsin		1		83		6	22	35	8	368		3	24			1	2		12	3	4					1			12	375	Wisconsin	
Wyoming				4			7	2		36			2																1		62	Wyoming
Dis. of Col.		6		10			7	7		132		1	8	4				1	3	5		2						10	4	200	Dis. of Col'bia	

\*



## "Breather Bags" New Development In Oil Industry

Akron, O., Nov. 19.—One of the most important developments in the American oil refining industry in the last ten years is the use of giant bags or balloons to catch gasoline vapors from storage tanks. This announcement was made public at the recent International Petroleum Exposition held in Tulsa, Okla., by the Standard Oil Company of Indiana.

Officials claim a monthly saving of approximately \$1,500 on a standard size tank can be made by the use of giant gas bags of 18,000 cubic feet capacity, a number of which have been developed for the purpose by the Goodyear Tire and Rubber Company of Akron and Standard Oil Company, it is said.

The purpose of the great bags is to hold the vapors arising from the gasoline during the heat of the day until the evening, when the cool temperature condenses the vapor and allows the tank to draw them back again.

In this way the tank is prevented from drawing in fresh air every night to be forced out by expansion during the daylight hours, saturated with gasoline, a loss that until the "breather bag" was perfected was impossible to avoid.

### NEW DISTRIBUTION PLANT

Monmouth, Ill., Nov. 19.—The Standard Oil Company has awarded a contract for the construction of a new wholesale and distribution plant on South F Street, between 1st and 2d Streets, at a cost of \$100,000. H. L. Hinkle, local agent for the company, says four new buildings will be erected during the winter—a garage, a warehouse, an office and a pump station. Robert Fusch has the contracts.

### DEYO ABSORBS CLYDE OIL

Rochester, N. Y., Nov. 19 (U. T. P. S.).—The Deyo Oil Company of Binghamton, which recently took over several oil stations in the southern tier, has purchased the Clyde Gas and Oil Company at Clyde, near here. It is understood the Deyo company plans to expand its business in this territory, and the Clyde plant will be used as a distributing point. J. E. Ammerman, manager of the Clyde Gas and Oil Company, has been retained in the same position by the new owners.

### VANADIUM CORPORATION PROMOTES H. T. CHANDLER

Cleveland, O., Nov. 19.—Henry T. Chandler has been appointed assistant to the president, Vanadium Corporation of America.

Mr. Chandler has had a wide experience in the iron and steel and automotive fields and is today one of the foremost engineers in the country. He has been with the Vanadium Corporation since January 1, 1923, as metallurgical engineer, with headquarters in Detroit.

Previous to his coming to the Vanadium Corporation Chandler was engaged in research and development work in the automotive field.

### SEE GAS AND CRUDE OILS AT BOTTOM PRICES

Chicago, Nov. 19.—Bottom prices have been reached for both gasoline and crude oils, authorities in the oil industry believe. The sentiment of some of the best informed men in the petroleum field is that gasoline prices may be expected to show strength from now on, and that the next change in the price of crude oil will be upward.

This belief is not universally held, but it is rapidly gaining support. Except for one or two important buyers, practically all the major takers of crude oil are drawing on their stocks.

## Exhibitors at N. S. P. A. Show

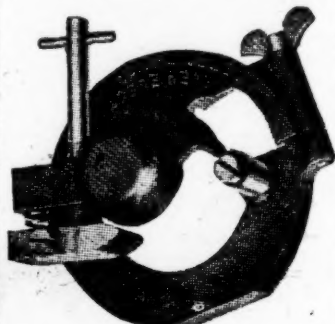
Chicago, Nov. 19.—The following companies are exhibiting their products at the annual show of the National Standard Parts Association at the Hotel Sherman here:—

FIRM	SPACE NO.
Accurate Gear Co., Springfield, O.	27-31
American Hammered Piston Ring Co., Baltimore, Md.	50-51
American Steel Export Co., New York city	13
Automotive Gear Works, Richmond, Ind.	45
Bock Bearing Co., Toledo, O.	53
Brodie Co., Chicago	57
Buckeye Brass and Mfg. Co., Cleveland, O.	11
Burd High Compression Ring Co., Rockford, Ill.	43-44
Burgess-Norton Co., Geneva, Ill.	39
Cleveland Inner Ring Co., Cleveland, O.	2
Cleveland Piston Ring & Mfg. Co., Cleveland, O.	1
Dall Motor Parts Co., Cleveland, O.	38
Dalton & Balch, Cleveland, O.	39
Detroit Steel Products Co., Detroit, Mich.	52
Elgin Machine Works, Elgin, Ill.	43
Fafnir Bearing Co., New Britain, Conn.	43
Federal-Mogul Corp., Detroit	31-32
Felt Products Mfg. Co., Chicago	77
Forstner Screw Co., Postoria, O.	6
G-H Mfg. Co., Baltimore	6
G-H Tension Ring Co., Baltimore	7
Gill Mfg. Co., Chicago	28-B
Hide Leather & Belting Co., Indianapolis, Ind.	56
Holfast Rubber Co., Atlanta, Ga.	77
Houper Machine Co., Long Island City, N. Y.	59-60
Indianapolis Tool & Mfg. Co., Indianapolis, Ind.	54
W. H. Johns, Inc., Los Angeles, Cal.	27-A
Jama Motor Valve Co., Detroit	25
Johnson Bronze Co., New Castle, Pa.	22
Kalamazoo Loose Leaf Binder Co., Kalamazoo, Mich.	9
Kant-Skore Piston Co., Cincinnati, O.	46

Keasbey & Mattison Co., Ambler, Pa.	35
King Quality Products Co., Buffalo, N. Y.	18-19-20
Lake Erie Metal Products Co., Bedford, O.	74-75
Mackay & Austin, Inc., Oakland, Cal.	41
Mallory Electric Corp., Toledo, O.	71
Milwaukee Die Casting Co., Milwaukee, Wis.	42
National Bushing & Parts Co., Minneapolis, Minn.	40
National Cork Products Co., Newark, N. J.	93
New England Auto Products Co., New Haven, Conn.	88-89
Ohio Piston Co., Cleveland, O.	48
Orange Bearing Co., Orange, N. J.	81-85
Packer Auto Specialty Co., Chicago	58
Accuralite Co., Muskegon, Mich.	92
Parts Mfg. Co., Cleveland, O.	23
Penn. Piston Ring Co., Philadelphia, Pa.	81
Penn. Piston Ring Co., Cleveland, O.	24
Republic Gear Co., Detroit	33-34
Scully Steel & Iron Co., Chicago	67
Spencer-Smith Machine Co., Howell, Mich.	76
J. Wadsworth Staff, Saginaw, Mich.	70
Standard Sales-Service Co., Plainville, Conn.	69
Star Products & Machine Co., Cleveland, O.	72
Swaritz Mfg. Co., Preppert, Ill.	37
Thompson Products Co., Cleveland, O.	61-62
Timing Gears Corp., Chicago	28-A
20th Century Brass Works, Minneapolis, Minn.	68
United States Asbestos Co., New York city	86-87
U. S. Chain & Forging Co., Pittsburgh, Pa.	36
Universal Drive Shaft Co., Cleveland, O.	16-17
U. S. Bearings Co., Indianapolis, Ind.	47
Van Norman Machine Tool Co., Springfield, Mass.	14-15
Warner Gear Co., Muncie, Ind.	29
Well-Ever Piston Ring Co., Toledo, O.	78
Western Gear Co., Detroit	78
Whitney Mfg. Co., Hartford, Conn.	26

## Shop Equipment

ALLEN FILING FIXTURE



A convenient electrical shop tool is the new Allen Filing Fixture, A-80, made by the Allen Electric Manufacturing Company, Detroit. By its use, commutators can be turned and undercut without the need of a lathe.

The generator or motor to be repaired is installed on a test bench and driven by a motor. The filing fixture is attached and a file held against the commutator in the place provided. Depth of cut may be regulated by the thumb screw on the fixture.

It is recommended by the manufacturer that this fixture be used in conjunction with the Allen Test Stand A-20.

## NEW FAN OPERATED FROM DRIVER'S SEAT

Cleveland, O., Nov. 19.—Carl Ehinger of this city has perfected a new type fan for automobiles which is the result of three years' of experimenting. One of the features of the new fan is the arrangement whereby it may be adjusted to any temperature from the driver's seat by simply pulling a small lever.

It is claimed that it can be used to force air from under the hood in cold weather which will increase the mileage and maintain an even engine temperature.

The fan is being manufactured by the Ehinger Adjustable Fan Company and H. H. Strack, who has been identified with the automobile and tractor business in Ohio for many years, is sales manager of the company.

### NEW GREASE "PAK"

Akron, O., Nov. 19.—A new sales help has been added by the Pure Oil Company of Columbus, O. This is the Tielene Grease "Pak." It is a convenient grease kit for use in getting grease into automobile transmissions and rear axles.

## Carr Fastener Co. Sues Competitors

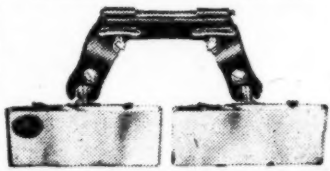
Cambridge, Mass., Nov. 19.—The Carr Fastener Company has brought suit in Chicago against the United States Fastener Company and the Belmore Manufacturing Company, claiming infringement of five patents directed to three-side lock fasteners. The plaintiff claims the original three-side lock fastener, known as the "Lift-the-Dot," was put on the market by the Carr Fastener Company several years ago.

The United States government, after exhaustive tests, adopted the Carr "Lift-the-Dot" fastener as a standard, officials claim, and during the war used this fastener not only on all its cartridge belts, but also on a large variety of military and naval equipment.

At the same time, a second suit has been started by the Carr Fastener Company against the same defendants, claiming infringement of two patents directed to the construction and use of certain carpet fasteners, alleged to have been originated by the Carr Fastener Company.

## New Accessories

KALES DOUBLE MIRROR



An addition to the line of Hind-view mirrors made by the Kales Stamping Company, Detroit, is a new double mirror which is adaptable to either closed or open cars.

The two mirrors are held by arms extending from a single bracket and enable both the driver and the other front seat occupant to see to the rear without turning around. If desired these mirrors can be adjusted so that the driver can look through both and thus obtain a more complete view of the road behind.

Another feature of this pair of mirrors is that an adjustment is provided which permits raising or lowering the glass 4 inches after installation.

### SHEET METAL MOVING

Milwaukee, Wis., Nov. 19.—The Standard Sheet Metal Company is preparing to move into its new quarters at 1405-11 30th St. According to J. G. Mattes, president of the company, the new structure will give the company four times the space provided in the old plant.

## Christmas Shopping in Accessories Underway

PHILADELPHIA, Pa., Nov. 19 (U. T. P. S.).—Another cold snap has revived sales of radiator covers and shutter fronts to a considerable degree. Among the week's best sellers are bar locking caps, automatic windshield wipers, motoring robes and driving gloves, especially fleece-lined.

### Fender Guards

Stop-in trade is greatly increasing in the retail stores in some localities and merchandise in many instances virtually sells itself. Distributors are receiving a gratifying number of reorders on some items, especially those pertaining to cold-weather motoring. A lively demand for fender guards has again sprung up, after a recession of about a week, and bumpers give promise of being strong in the selling again.

There have been numerous inquiries and a few sales of Christmas gift merchandise in fancy boxes and wrappings and it is expected this business will increase rapidly from now on until the holidays. Shopping has begun early in the department stores and this attitude on the part of the public is, apparently, being reflected in automotive stores.

### Garage Heaters

Garage heaters continue in fair demand and jacks and small tools are selling well in some stores and scarcely moving in others. Automobile trucks, horns and non-skid chains are holding their own. Polishers of various kinds, from liquids to creams and pastes, are moving, but not as briskly as a week ago.

### Spark Plugs, Lamp Bulbs

Sales of spark plugs and lamp bulbs are better than for some weeks and considerable improvement is noted in the movement of chamois skins and lambwool dusters. Polishing cotton is another item that shows some activity. Snubbers and shock absorbers continue to attract purchasers, and oil filters are looking up.

Sales of general Ford equipment are reported by some retailers as being fair, with Ford storm curtains particularly good. The winter inclosure business generally is not as brisk as it was during the first cold spell, but dealers are optimistic over business in this direction within the next few weeks.

Long Beach, Cal., Nov. 19.—The automotive accessory trade in this territory has had a marked increase in business during the past week with the financial condition remarkably steady. Retailers, whose views were obtained, report that sales include a wide range of items, with chains, bumpers, spark plugs and polish among the leading sellers recently.



Standard Equipment

on

Locomobile

Lincoln

Flint

Marmon

Sterling Knight

Rawlings Company  
of America, Ltd.

1819 Broadway, New York

## BUILDERS BUSY ON NEW GARAGES

Milwaukee, Wis., Nov. 19.—The Packard Motor Company is planning to build a \$75,000 garage building at 35th Street and Grand Avenue; the Onelda & Jackson Company has awarded a contract to R. L. Reisinger & Co., for the construction of a three-story garage, service station, and store building, 100x120 feet, at Onelda and Jackson Streets; the Osmand-Jordan Company has taken a long-time lease on a site at 558-560 Jackson St., where it is contemplating building a garage and sales-room building which will cost when completed in excess of \$60,000; the Lillydahl Corporation will put up a large private garage building in an exclusive residential section on Ogden Avenue next spring, it is announced; a brick and steel eight-car garage is being erected by the Robert H. Smith Company and Henry Mewes, at the corner of Keefe Avenue and Richards Street.

With these garage building projects totaling in excess of \$250,000 just beginning to take form or about to be started Milwaukee's auxiliary to the auto industry is quickly assuming larger proportions than at any other time in the history of the city. In addition to these major garage activities reports from the building inspector's office show that many individual garages are being built all over the city in greater numbers than at any other time since last spring.

### \$200,000 GARAGE

Multnomah, Ore., Nov. 19 (U. T. P. S.).—I. M. Eaton, secretary of the Auto Hotels Corporation of Los Angeles, was a recent visitor to Portland, Ore., where he appointed the Hurley-Mason Company as engineers to build a large garage and storage building, to cost \$200,000. The building will cover 100x100 feet and will be six stories in height. The garage will contain ramps so that a machine can be driven from the basement to the roof, thus doing away with elevators.

### DEPARTMENT STORE GARAGE

Boston, Nov. 19 (U. T. P. S.).—Houghton & Dutton, one of the largest department stores in this city, last week closed a deal whereby they become owners of 51,600 square feet of land on Main Street, Cambridge, on which are two buildings. One of these buildings will be altered for a temporary garage for the firm's big fleet of trucks, and later the firm will build a large, modern building, which will serve the combined purpose of a service station, garage and storage plant.

### \$110,000 GARAGE

Milwaukee, Wis., Nov. 19.—George W. Boller announces that work will start this week on his new garage, which will cover a site 120x143 feet at 284-288 Farwell Ave. The building is expected to be completed by March 1, 1926, and will cost \$110,000. It will be one story high, of brick construction, and large enough to accommodate 120 cars.

### PATENT ALLOWED

Minneapolis, Nov. 19.—The United States patent office has allowed all claims of L. E. Jordan and C. H. Burrows of Minneapolis on a new machine, portable and comparatively inexpensive, for boring and regrinding automobile cylinders, according to Williamson, Reif & Williamson, patent attorneys.



# News of the National Bus Show at Detroit

## Briefs From the Motor Bus Show at Detroit

Special from A. D. N. Detroit Bureau  
**DETROIT, Nov. 19.**—The Van Wheel Company, which is showing its new type of wheel for bus and heavy duty service, after January 1, 1926, will become a unit of the Erie Malleable Iron Works, Erie, Pa., according to L. L. Kintzler, vice-president in charge of sales.

The Van Wheel Company is one of the newer companies in this division of the automotive field and sales in 1925 thus far have exceeded early estimates of officials, Mr. Kintzler says. The new type of wheel draws much attention from visitors to the National Motor Bus Show.

### SIX WHEEL BUS

The new six wheel bus to be used in suburban transportation by the Detroit Motor Bus Company is being exhibited by the Auto Body Company of Lansing. This company is building 80 of these buses and 33 of the four-wheel type. Most of these buses will be delivered during the winter months.

### TEST BUS CHASSIS

Among the exhibits at the National Motor Bus Show which attracts more than ordinary interest is the original test bus chassis made by the General Electric Company for the Philadelphia-Rural Transportation Company. This chassis was used on bus No. 102 and was in regular service from August, 1924, covering approximately 48,000 miles. The chassis with motor and all equipment except body is on display. The entire layout is the same as taken off the street in Philadelphia for use at this show. The chassis is equipped with gas-electric drive. The exhibit is in charge of C. J. Seibert, engineering division, and G. Hall Roosevelt, assistant manager of the Detroit branch, assisted by H. J. Morse of the engineering department, and L. W. Shugg, both of Schenectady, N. Y.

### FAGEOL BUSES SOLD

The two buses exhibited by the Fageol Company, Kent, O., have been sold. Chief Shlawassee, 6-cylinder, 29-passenger parlor car, with dual 36x6 rear wheels, has been purchased by Wayne Taylor, Owosso, Mich., to augment his fleet of Fageols, now used in intercity service. The 6-cylinder, 60-passenger double-deck gas-electric bus was bought by the Atlanta Coach Company, a subsidiary of the Georgia Railway and Power Company, Atlanta.

### "SAFEGWAY" BUS EXHIBITED

The Detroit Motor Bus Company is exhibiting a "Safeway" 6-wheel, 33-passenger bus, which is one of 80 to be used on suburban routes. One of these routes is "Ford to Ford," that is, from Ford's Highland Park plant to the River Rouge factory.

These buses are unique in two respects. They have a tandem arrangement of the rear wheels and are equipped with balloon tires. The Goodyear tires, 38x90, are the largest tires made. As Detroit is the second city to equip its buses with tires of this type at present, 93 per cent. of the buses in use in city service work are equipped with pneumatic tires. The balloon tires are expected to lower maintenance costs and to provide greater comfort for the passengers.

Napa, Cal., Nov. 18 (U. T. P. S.).—The Richfield Oil Company has erected here a large distributing depot from which gas and oil is hauled by truck to dealers in Napa, Solano, Sonoma and Marin counties.

Special A. D. N. Detroit Bureau  
**DETROIT, Nov. 19.**—A list of the exhibiting companies, kindred organizations, and their representatives at the First National Motor Bus Show, which is being held at Grindly Hall here this week, is contained in part below:—

**Nichols Lintern Company,** Cleveland, Ohio.—J. B. Lintern and A. R. Lintern, factory representatives.

**Berry Brothers, Inc.**—T. B. Colby, George Brando, W. P. Bartz and D. R. Anderson, sales division.

**Auto Body Company,** Lansing, Mich.—C. C. Cobb and C. P. Parsons, sales division.

**Edmunds & Jones,** Detroit, Mich.—H. S. Curtis, F. E. Mangel and R. E. Wulfin, engineering division.

**Blinks Spray Equipment Company,** Chicago, Ill.—F. F. Taylor, Detroit distributor.

**Zenith-Detroit Corporation**—F. L. Jackson, sales division.

**Van Wheel Company,** Oneida, N. Y.—L. L. Kintzler, factory sales division.

**C. G. Spring Bumper Company,** Detroit, Mich.—F. A. Cornell, vice-president and sales manager; Charles Getler, first vice-president; J. M. Short, general manager; P. I. Macumber, sales department; F. I. Goodrich, engineering department; A. J. Martin, sales department, and Herbert Jandus, chief engineer.

**Electric Service Supplies Company,** Philadelphia, Pa.—W. C. Lincoln, Western sales manager; J. N. Porter, vice-president; Harry Stone, Detroit representative; Finley Hunter, manager, Hunter Illuminated Car Sign Company; Gale Hunter, assistant manager, Hunter Illuminated Car Sign Company; H. I. Lewis, vice-president, and John Cornish, Ivanhoe division of Miller Company.

**Chevrolet Motor Company,** Detroit, Mich.—Sidney Corbett, commercial car sales manager.

**Continental Motors Corporation,** Detroit, Mich.—C. P. Russell, sales representative; H. M. Cousins, sales representative; F. T. Gould, sales representative, and H. D. Kline, advertising manager.

**Department of Street Railways,** Detroit, Mich.—Col. H. U. Wallace, general manager; George Wilcox, automotive engineer, motor coach division.

**Reo Motor Car Company,** Lansing, Mich.—W. C. Parker, manager bus sales; W. W. Mitchell, bus engineering department; Thomas F. O'Brien, special representative bus department, and Fred Barrett, territorial representative.

**Dorris Motors, Inc.,** St. Louis, Mo.—H. B. Krenning, president; George P. Dorris, vice-president and chief engineer; H. H. Walker, sales and advertising manager; J. L. Jack, general superintendent; J. R. Reddan, engineering department; Samuel J. Arnold, final assembly department; Charles Meier, parlor coach department, and J. P. Powers, body department.

**Motor Wheel Corporation,** Lansing, Mich.—F. U. Winchester, sales engineer.

**Graham Brothers,** Detroit, Mich.—George Anderson, transportation engineer; A. H. Ferrandou, manager motor coach sales, and Tom McCrosson, Michigan division representative.

**Timken Detroit Axle Company,** Detroit, Mich.—Rex Gray, railway representative; William G. Norris, field salesman; Gabe Hilton, sales engineer; J. W. Wardwell, sales department; W. L. Love, advertising manager; Ralph H. Tracy, sales department; Peter Maddux, sales department; J. Hofer, sales department; L. R. Buckendale, engineering department, and Larry Fisher, engineering department.

**Chassis Lubricating Company,**

(Continued on Page 10)

## Gas-Electric Bus Made by Dorris Motors, Inc.



Interior view.

## Dorris Motors Displays Gas-Electric Auto Buses

Special from A. D. N. Detroit Bureau  
**DETROIT, Nov. 19.**—Dorris Motors, Inc., St. Louis, Mo., is exhibiting at the National Bus Show some gas-electric buses, using General Electric equipment.

In the buses shown, one of which is pictured above, there is only one accelerator pedal, operating the engine throttle. This permits the driver to keep his hands on the steering wheel. The acceleration rate is entirely automatic, depending on the generator and the motor; it is not dependent on the discretion of the driver.

As the engine normally operates at speeds which give high thermal efficiency, it is claimed that greater mileage per gallon of gas is obtained; in cold climates, the electric drive offers certain winter advantages, and operates with greater efficiency.

The engine is not raced while gears are being shifted and the operation of the clutch is outside of the driver's control. Slower engine speeds mean longer bearing life. On a 10-stop schedule, a bus with mechanical drive, running 180 miles per day, with three shifts per start, will make 5,400 gear shifts. The electric-driven coach covering the same mileage and same number of stops, has no gear shifts at all, and only 1,800 starting impulses, which, because of the installation, are smooth and free from jerk or strain on the driving mechanism.

Dorris engineers have developed the Dorris motor coach over a period of years. The chassis is neither that of a passenger car nor of a freight truck; it is designed to combine the flexibility and speed of the one with the rugged-

power supply, people began conjuring with it. They began to experiment, much as they did with radio, and they began to appreciate its real scope. Up to a comparatively short time ago, the bus was in the hands of amateurs, in the broader sense, and they were so quick to take up and develop new ideas that the experts had a hard time to keep up with them.

"What bus transportation might have been today if the bus manufacturers had really pushed the bus idea, in direct opposition to the older established forms of transportation, it is impossible to state.

"Had the bus manufacturers deliberately ignored the effect on millions of dollars' worth of rail equipment would have become obsolete before it had had a chance to wear out. Surely, they are entitled to credit, both for the visualization of a condition and for their consciously moderated efforts."

ness and durability of the other. It is built in two sizes—Model L6 and Model M4, planned to cover practically the entire field of motor coach operation.

Both models are equipped with the Dorris Distillator, a patented device to insure vaporization of the heavy ends of gasoline which passes the carburetor and, before it enters the cylinders, ordinarily works past the pistons into the crankcase, thereby impairing the lubricating qualities of the oil.

The distillator is designed to correct this trouble by preventing the unvaporized fuel from entering the cylinders at all; it is trapped in the exhaust manifold, and in smaller reservoirs, placed under each of the intake ports. Here the liquid fuel remains until the temperature has grown high enough to vaporize it. The vapor is then caught up and carried into the combustion chamber.

What are aimed at by the manufacturers are economy of fuel and lubricating oil, prolonged life for engine and bearings and elimination of abnormal wear of cylinder walls. Added to these are practically perfect vaporization of all gasoline, comparative freedom from carbon troubles and fouled spark plugs. A quick get-away, regardless of temperature conditions, is claimed to be one of the results of utilizing the distillator.

Besides the two types of chassis, Dorris makes three types of standard bodies—the parlor car, the sedan and the street car, or pay-center type. The L6 coach chassis provides for a body with a seating capacity of 25 to 30 passengers; the M4 coach chassis provides for a body carrying 18 to 21.

The Dorris exhibit includes a parlor car coach seating 25 passengers, with a smaller compartment, seating nine more, at the rear, available as a smoking compartment or for a private party. A sliding door, with glass upper half, closes this compartment from the forward section of the coach.

Upholstery is in real Spanish, maroon leather. Each individual wicker chair is fitted with an air cushion, for additional easy riding qualities.

Duluth, Minn., Nov. 12.—The East End Auto Top Company and the firm of Pearson & Peterson have moved from their former locations into the new building they will share at 412 East Superior St.

## REO MAN TELLS BUS PROGRESS

Accepted With Little Pioneering, Says Carl Parker

Special from A. D. N. Detroit Bureau  
**DETROIT, Nov. 19.**—Carl Parker, manager of the Reo Motor Car Company's bus division, says that the bus was inevitable and that it was destined from the first to assume an important place in the transportation picture. "In the face of very bitter opposition," he declares, "it made its progress against the claims made by certain interests. Bus manufacturers held back some of their best arguments in favor of their product. They did not attack other forms of transportation in selling the idea of the bus to the public and to the transportation interests."

"The bus was accepted with less pioneering and less urging—and certainly with less exploitation—than any other means of transportation that can be called to mind. Just plain evolution accounts for the bus. It was inevitable.

"Before the present day of specialized bus chassis, the pioneer bus operator saw further into the future than the manufacturer of vehicles or the organized transportation interests. When Reo made its first vocational census among speed wagon owners, we discovered that practically 15,000 speed wagon chassis had bus bodies mounted on them. Without our actually knowing it, we were really in the bus business.

The early operators designed their own bus bodies and mounted them on motor truck chassis and on lengthened passenger car chassis with spliced frames. We developed a specialized bus chassis—and the history of bus chassis engineering is practically the same in the case of every other manufacturer.

"The history of bus operation is something like the history of radio. The bus being flexible and independent of any outside source of



## BUS ASSOCIATION FORMED IN TEXAS

Organization of 500  
Owners to Improve  
Public Service

Austin, Tex., Nov. 19.—Foreseeing that the steady encroachment of motor bus and truck transportation upon the business of the railways would soon precipitate a well-organized effort to create a sentiment for the overtaxation of the bus lines or the placing of prohibitive restrictions around their operation, a group of bus and motor operators and owners met in Dallas and organized the present Southern Bus Owners' Association.

Henry E. English, owner and operator of the Dallas-Greenville line, was elected president and Clarence T. English was made executive secretary.

This association from the beginning declared its intention of raising the bus business to a high level and to fully live up to the obligation that the public has reposed in them through its patronage. The constitution and by-laws make it compulsory that certain standards of service and protection be rendered the public before one can become a member. The organization is endeavoring to bring order and system to every phase of the bus business. The following are some of the formulated purposes for which it stands:

1. The elimination of the careless and shiftless operator.
2. The establishment of dependable, regular schedules.
3. Constant improvement looking to safety and comfort.
4. The employment of uniformly honest and courteous drivers and employees.
5. The building of terminal facilities for all lines in cities.
6. The taking of the buses off the streets.
7. Raising the standard of service and establishing a code of ethics for bus men.
8. Seeing that the public is protected by proper insurance and financial stability in the payment of legitimate claims.

The result of the association has been a statewide organization, with nearly 500 bus owners holding membership and with six local councils in the state of Texas looking after bus interests and steadily improving the standards to the public. There are now about 40,000 miles of motor transportation lines in the association operating under regular schedule twelve months in the year.

Speaking of the present status of the motor bus business, John H. Awtry, general attorney for the Southern Bus Owners' Association, says:

"We must recognize that America is a nation of swift changes and of progress. The cry is ever one for more speed—a constant effort is made to save additional time and give additional service. Our whole commercial fabric is wound up in the thought of additional service to the public.

"As a consequence of that fundamental American trait, coupled with the full liberty of open competition without governmental interference or subsidy, we have developed into a nation of competitive groups, each striving to win public approval through 'more service.' Our progress has been measured by the freedom of the people to choose and employ that means of transportation that offered safety and dependability of service through the maintenance of regular schedules and a fair degree of responsibility for carriage.

"In the beginning of our history the broad, open spaces and long, undeveloped distances were conducive to railroad transportation. But every one admits the economic changes that today confront this nation. Our open spaces have been filled with magnificent cities and our population has changed from rural to urban.

"A comparatively few years ago the automobile was perfected to

**NEW AIRPLANE GAS TANKS.** Two views of the bullet-proof, non-leakable tanks invented by Pescara. They have been accepted by United States government officials after exhaustive tests at McCook Field.



International Newsreel Photo.

## COMMISSION AUTHORIZES INDIANA BUS LINE SALE

Indianapolis, Ind., Nov. 19.—The Indiana Public Service Commission authorized the sale of the Danville-Lafayette Motor Bus Line to the Danville-Lafayette Bus Company for \$8,000. The sale price, which the commission was asked to fix, was \$2,000 under the appraisal, the commission ruling that the depreciation was greater than had been computed. Certificates were issued to the Newcastle Transit Company, to B. P. Shearon, to Howard E. Swisher, to Dow Raiser and to Fred C. Phillips.

an extent that its safety and dependability attracted capital and organization ability until today the invested capital is third in the industries. With the stabilization of the automobile industry and its almost complete universal application has come the third step in our American transportation progress.

"Let it be said in their defense that the men in the motor transportation business have said little pro or con in the verbal battle that has been and is now waging about them. The motor transportation business has developed so fast, and the public demand has been so rapid for more, that its development has at times taken on the mushroom variety.

"But this is only natural in the development of any business of such magnitude and stupendous proportions. The present motor transportation has been a development of the past four or five years at most. It is admitted that undesirable did get into the business in the early beginning, when there was no competition nor rules of ethics or conduct.

"But this situation is being rapidly improved by the legitimate motor operator himself. The bus men have set themselves the task of cleaning house. They realize the necessity for progress through co-operation.

"Regardless of the hue and cry, that thing which makes for human comfort and progress is economically sound and no amount of restriction or legislative control or subsidizing of railroad interests can stop it, but it will live on, to serve the people who demand it.

## Veteran Cabman of Maine Sells Out To Checker Co.

Lewiston, Me., Nov. 19.—After nearly thirty-five years in the cab business in this city and Auburn, George P. Gillespie, oldest cabman in point of service here, has sold out his business to the Checker Cab Company.

It was in 1893 that Gillespie started his first public carriage, being one of those conveyances well known in this section as a "10-cent team." But a few months passed before he was obliged to put on a second team, and this was driven by his father, now dead.

Gillespie took immediate advantage of the coming of the automobile, and put on his first taxi in 1912.

## NORFOLK VOTES UNIFIED LINES

NORFOLK, VA., Nov. 19.—At a special referendum election Tuesday, Norfolk voters (3,900 to 2,400) approved a unified transportation ordinance for street car and bus operations previously adopted by the City Council.

The individual bus owners secured petitions calling for a referendum as provided in the city charter, and the court ordered the election.

The ordinance was backed by a citizens' committee of business men, was endorsed by thirty civic and commercial organizations, but was strenuously opposed by a considerable element because of antagonism to the street car company under the former ownership and management.

The street car system is now controlled by Stone & Webster under the name of the Virginia Electric & Power Co., and was taken over by the present management July 1, after Frank J. Gould sold his controlling interest.

Constant friction between the street car company, the bus owners, City Council and the people had created a condition in the public mind that made fight for a unified system more difficult. The Gould management had refused to consider operation of buses unless the vehicles were placed under control of the State Corporation Commission, while the city insisted on home rule.

A few months before Stone & Webster took control, the Gould management agreed to the unified system, with local control over buses, and the new owners proceeded to buy and operate a number of buses of the Mack, White and Reo types, at the same time taking over a number from individual owners.

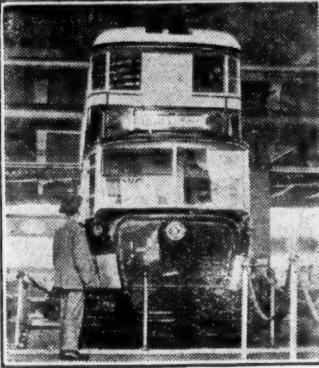
The ordinance approved at the election Tuesday provides for control of fares, routes and service by City Council; also for universal transfers from buses to street cars, guarantees not exceeding 8 per cent. return on bus operation, insures full financial responsibility and indirectly gives the city a hand in control of street car operation, now vested in the Corporation Commission.

The new ownership has already invested more than \$225,000 in buses, and proposes to equip the entire system with the most modern types of vehicles carrying from twenty-five to forty passengers.

With Norfolk having adopted a unified system, it is understood that Richmond, Portsmouth and Petersburg, three other Virginia cities in which the Virginia Electric and Power operates street cars, will take up the same plan.

**NEW C. T. C. DEALER**  
Portland, Ore., Nov. 19 (U. T. P. S.).—The Lambert Sales Corporation, with its head office in San Francisco, has been made a C. T. C. dealer for northern California, according to Alfred A. Aya-

**FRONT VIEW** of the electrically driven rail-less tram which was exhibited at the Olympia Commercial Motor Show recently.



## Bus Activities

### PLAN BUS CENTER

Richmond, Va., Nov. 19 (U. T. P. S.).—Plans are being shaped at Lynchburg for the establishment of a bus center for automobile bus lines operating out of that community, at Church Street, where about twenty or twenty-five lines will have headquarters. A large floor has been leased and will be equipped with waiting rooms for whites and negroes, as well as other facilities.

### BUS LINE PERMIT

Albany, N. Y., Nov. 19.—The public service commission has granted a certificate for operation of a motor bus line between Oswego and Cato, Cayuga county, to Chester Travis of Hannibal, N. Y. The route will pass through Fruit Valley, Southwest Oswego, Hannibal and Ira Hill.

### FIVE-CENT BUSES

Buffalo, N. Y., Nov. 19.—The East Side Business Men and Taxpayers' Association has gone on record in favor of the city's granting a franchise to the Howe Company of Detroit to run 5-cent buses on sixteen routes in this city. The Business Men's Federation, which is composed of a large number of individual business men's associations, had previously gone on record against the proposition.

## BUSES MAKE GOOD IN KANSAS CITY

Recent Blizzard Caused  
Little Difficulty  
In Service

KANSAS CITY, Nov. 19.—Buses in Kansas City have proved their practicability in sleet and snow. A recent blizzard turned the hills of the city into sheets of ice, but the buses kept traveling on schedule, with only three mishaps.

Kansas City has been described by traction experts as one of the most difficult cities in the United States in which to operate buses, due to its uneven topography.

But the buses went through the storm of this week so successfully that officers of the Kansas City Railways Company believe the special devices on the buses here have reduced to a minimum all hazards in storms.

"We had expected that it would be necessary to discontinue bus services in case of heavy storms," F. G. Buffe, general manager of the street railway company said, "but the results this week have about convinced us this will not be necessary.

"Three minor mishaps—buses sliding off the street, was the total 'casualty list' of the storm. Passengers were not inconvenienced, as they were picked up in a few minutes by the next bus. Our storm troubles were more funny than serious. It was entertaining to watch our wrecking crews, trained for years in handling street car accidents, trying to get the buses back on the tracks. We are more than pleased with the results."

The buses in use here are being praised by traction experts from all parts of the United States, according to Howard Glass, sales engineer for the St. Louis Car Company, builders of the buses on specifications prepared by engineers of the Kansas City Railways Company.

## "Guide and Counselor" for Manufacturer, Wholesaler and Retailer

Every day the Automotive Daily News brings news and features relative to all branches of the automotive industry to thousands of progressive business men.

If YOU already have not subscribed, you are overlooking a factor of great helpfulness to your business progress.

Each day in this, the automotive industry's only daily newspaper, you will find reliable market reports, trade and industrial news, and a broad digest of current news and merchandising information that now is essential to every business man who desires to keep pace with progress.

### An Indispensable Business Factor

The Automotive Daily News meets the need of all individuals in the industry who want a daily newspaper which will supply dependable information as soon as this information is available. You will find the Automotive Daily News indispensable to your business. Why not use the blank printed below and have this important industrial newspaper come to your desk every day?

Automotive Daily News,  
1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

- ☐ 1 year at \$12.00  
☐ 6 months at 6.00  
☐ 3 months at 3.00

I enclose \$..... or I will send \$..... upon receipt of bill.

Name .....

Street .....

City..... State.....

Connection with industry.....



## NEW PRICE RAISE EXPECTED SOON

### Many Tire Dealers Take Steps to Meet It; Sales in Slump

CANTON, O., Nov. 19.—Retail tire dealers in the immediate Canton district report that tire sales last week fell behind those of the past several weeks.

Slowing up of sales is attributed to the cold and rainy weather which has prevailed here for the past several weeks.

It is said passenger car tire sales are off approximately 20 per cent. as compared to previous weeks in November and October, but that commercial tire sales continue to hold their own.

Dealers here are of the opinion that another tire price advance is to come within a few weeks and are busy planning some way to stock up to the best advantage before this raise comes. "This, we expect, will be the last tire increase on the part of the manufacturer," said John Casey, General tire distributor here. "Many of the dealers were caught unaware with the recent advance."

Chain stores in this territory are reporting increased business this week, claiming that hundreds of Ford owners in this section are switching from standard make tires to equipment made in many of the smaller factories which can be sold at around \$7.50 per tire.

The E. J. Motor Supply Company, with a chain of accessory and tire stores in Eastern Ohio, has a contract with a local factory to produce a serviceable Ford-sized tire which it is distributing at special sales priced \$6.95 each and reports an unusually heavy volume of business on it. "While we do not make much profit on the tire we are able to move a considerable lot of them each week and tire buyers are potential accessory buyers, we figure," an official of the company said. Better and higher priced tires, he said are not moving now.

#### LONG BEACH

Long Beach, Cal., Nov. 19.—A slight falling off in sales during the past week has been noted by tire dealers and distributors in this territory, due partially at least to the approaching holiday season, it is believed. Records of the various firms, however, indicate that the past week's business exceeded that of a year ago this date, and the general opinion is that the winter months will be good.

"My sales have increased 75 per cent. since tire prices started increasing," says M. O. C. Hull of Hull & Co., dealer in Goodyear and Samson tires. "What the winter months will bring forth is a question hard to answer, if the price of tires continues ascending," he continues.

"Tires I am now selling are based on 72-cent rubber and my sales are very good, but when my new stocks come in and advanced prices take effect it's questionable whether the consumer will buy new tires or put on retreads instead."

"I am well pleased with the progress I have made since I started in business," states C. I. Clapp, manager of the Long Beach Rubber Company. "My high pressure sales have doubled in nine months, while my balloon sales show a good average, and are far brisker than the first few months. However, conditions surrounding the sale of balloons would be greatly improved if the sizes were standardized."

All dealers interviewed by the Automotive Daily News correspondent were agreed that spring dating should be abolished, for the time being at least.

#### EVANSVILLE

Evansville, Ind., Nov. 19.—Despite a falling off of about \$3,000 in tire sales for the week ended

## Grocers in Kansas Handle Tires for Farmers

Topeka, Kan., Nov. 19.—Kansas grocers are now carrying a line of automobile tires, according to William E. Wilson, sales manager for the Samuel E. Lux, Jr., Mercantile Company of Topeka. Tires have come to be as much a part of the stock of a country store in Kansas as washboards or peaches, Wilson says. The casings and tires are shipped to counties by carload lots and are disposed of quickly to the farmers who are unwilling to make long trips to town for their automobile accessories.

## AKRON PLANTS ON FULL TIME

Akron, O., Nov. 19.—After operating for five days a week since about October 1, many departments of the Akron rubber factories resumed full time schedules this week.

Because of the abolishment of spring dating and the usual seasonal decline early this fall things were a little slow, but the demand in this country and abroad has been greater than expected in the last few weeks.

Original tire equipment has been unusually high due to the record-breaking motor car production which has taken place this fall. An advance in the price of tires for original equipment is being put into effect and will offset to a large extent the increased cost of crude rubber to the tire manufacturers. Crude is now selling above \$1 a pound against 20 cents a pound in June, 1924.

Deferred payment orders which were accepted last year are not accepted this year, yet dealer business is said to be good. Many distributors whose stocks are low, are now ordering in large quantities.

It is expected that from now on tire production will increase steadily reaching the peak levels a little after the first of the year. During the last two months most of the factories have been running at only 80 per cent. capacity.

The increase in price on original equipment was made to bring the cost of such equipment more in line with the dealer prices which have been increased four times since last May.

Saturday, November 14, local tire distributors generally regard the fall season as good in prospects. The past week showed a total of about \$21,535 in tire sales as against \$24,150 for preceding week, as reported by seven of the largest distributors.

Individual instances show that comparison with the preceding week was favorable. As compared with the season of 1924 four distributors reported gains of from 50 to 200 per cent. in sales volume.

Demand for balloon tires is rated at from 10 to 40 per cent., the 29x4.40 easily the leader, with a good demand for the 30x3.25, 30x4.95 and 33x6 sizes. Ford sizes keep the van in the high pressure types, with individual instances of good demand for 32x4, 32x4.50 and 33x3.5.

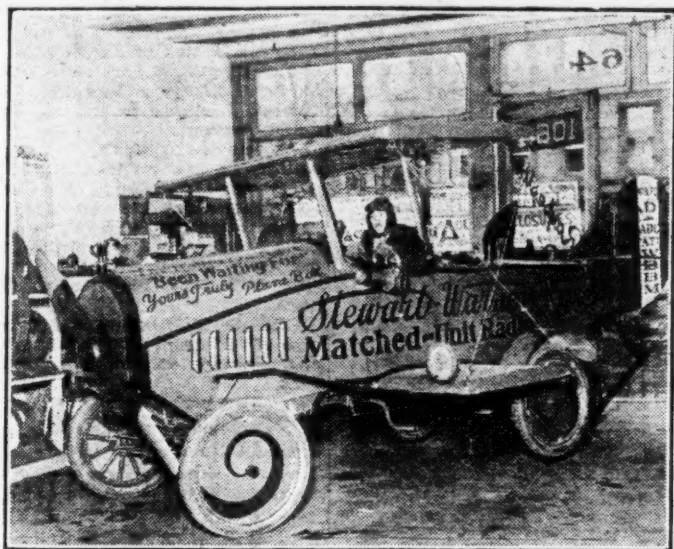
Six distributors reported tubes at even demand with tires. Stock is generally reported at normal for this season, and marked by good increase over 1924. One distributor reported a stock gain of 125 per cent. General, Cord and Firestone dealers are expecting further price advances.

Makes of tires represented in the report are General, Cord, Kelly-Springfield, Armadillo, Ajax, Lee, Badger, Fisk, Goodyear, Firestone and Goodrich.

#### CALIFORNIA CUTS COSTS

Sacramento, Cal., Nov. 19 (U. T. P. S.).—The State Highway Commission and the counties of California will have \$792,123.23 more to spend on highways this year due to the saving effected by the State Division of Motor Vehicles on its budget during the past fiscal year.

COAST TO COAST trips for both airplanes and flivvers have become common of late, but it was left for Sol J. Levy to combine the features of them both with his air flivver. Photo below shows Mr. Levy just before he left New York recently for San Francisco in his novel vehicle.



P. & A. Photo

## Dunlop Co. to Do Testing in Wash.

Buffalo, N. Y., Nov. 19.—The Dunlop Tire and Rubber Company is planning to transfer its testing work from Buffalo to Washington, D. C., for the winter season.

In previous years the test work has been interrupted by snow and inclement weather, subjecting the drivers of test cars bearing Dunlop tires to many hardships. Also the testing of tires under summer conditions is more desirable from the manufacturer's viewpoint.

Last Monday three cars, Cadillac, Buick and a Chevrolet, all equipped with Dunlops, left Buffalo for Washington, where they will operate until Buffalo's streets are once more free from snow. The cars will operate from the shop of Leeth Brothers, Dunlop merchants at Washington. They will cover 500 miles every twenty-four hours, carrying out the experimental work that Dunlop performs daily to insure keeping the highest quality in its product. Chief Hainer of the Buffalo plant goes to Washington to get the test work under way.

Some test work will be carried on in the Buffalo territory as well, in order to determine the qualities of Dunlops under winter conditions.

## Fire Notes

#### INDIA COMPANY IN TEXAS

Austin, Tex., Nov. 19.—The state of Texas has admitted to do business within its borders the India Tire and Rubber Company, West Virginia corporation whose headquarters are in Akron, O. Its capital stock is given as \$25,000. Texas headquarters will be maintained at Dallas, with R. C. Scott in charge as state representative.

#### BACK FROM TRIP

Los Angeles, Cal., Nov. 19.—C. Fred Thompson, head of the tire firm bearing his name, has returned from a two months' trip throughout the East, where he studied the tire situation. Among other places he stopped at Charlotte, N. C., to visit the McLaren tire factory, for which concern he is the Southern California and Arizona distributor.

#### MELCHER TIRE STORE

Spokane, Wash., Nov. 19.—Melcher Tire Stores is adding a fourth store here, having announced a 10-year lease on a two-story building. The total consideration was \$45,000, the Melcher organization planning to spend \$10,000 remodeling the structure. Battery, electric service and repair departments as well as tire, gasoline and oil and accessory departments will be included.

## ADVERTISING AGENCY OPENS HOUSE IN DETROIT

Special from A. D. N. Detroit Bureau  
Detroit, Nov. 19.—Cole-MacDonald-Wood, Inc., Detroit's newest national advertising agency, held a reception at its new home in the Metropolitan Building Tuesday. It is occupying 4,400 square feet of floor space, with an additional 2,400 square feet under option, to be utilized for expansion.

## BRIEFS FROM THE DETROIT BUS SHOW

(Continued from Page 8)

Rahway, N. J.—William Hollander, district manager Western territory. The National Steel Products Company, Mansfield, Ohio—W. R. England, factory sales engineer.

Thomson Research, Inc., Cleveland, O.—Leon F. Hussey, factory sales division.

English & Mersick Co., New Haven, Conn.—Austin Evans, Detroit representative.

Allen Electric Manufacturing Co., Detroit, Mich.—R. J. Miller, treasurer; G. H. Allen, president; and R. J. Druhot, sales manager.

Johns Brothers, Detroit, Mich.—P. M. Scott and C. L. Windsor, tractor sales division.

Cleveland Pneumatic Tool Co., Cleveland, O.—H. A. Lantz, Western sales representative; P. J. Hipes, Eastern sales representative; F. H. Burr, director of Gruss Division; and K. Green, Detroit distributor.

The Gabriel Snubber Manufacturing Co., Cleveland, O.—W. C. Keys, Detroit distributor; R. J. Dickie, George H. Ralls, G. M. Satterfield, Fred Lindow and Robert Ertel, sales division.

Hadfield Penfield Steel Company, Bucyrus, O.—(See Johns Brothers, their sales representatives.)

Willard Storage Battery Company, Cleveland, O.—M. F. Brennan, sales engineer, Detroit; C. T. Klug, assistant sales manager; E. M. Sutherland, sales promotion manager; V. W. Monroe, service supervisor; F. L. Spohn, service supervisor; and C. S. Whitney, Detroit manager of manufacturers' sales.

Buda Company, Harvey, Ill.—G. B. Wright, assistant sales manager.

Joseph Weidenhoff, Chicago, Ill. Leslie Weidenhoff, general manager; and Charles Mohnen, representative.

Ternstedt Manufacturing Company, Detroit, Mich.—P. J. Nelson, bus department; D. E. Humphrey, sales manager; and J. H. McPhail, assistant sales manager.

Dibble Color Company, Detroit, Mich.—C. F. Clow, special representative; Harry Wright, sales and service; and Ernie Hodge, sales and service.

The National Motor Bus Association, Cleveland, O.—R. L. May,

## MINNESOTA HAS CODE OF ETHICS

### Motor Trades Association Board of Directors Takes Action

Minneapolis, Nov. 19.—Stating its belief that the automotive industry is the greatest business in the world and that success of one of its members is dependent upon the success of others, the board of directors of the Minnesota Motor Trades Association recently adopted the following code of ethics as a standard for all automobile men in the state:—

"We believe that the automobile business is the greatest business in the world and that it contributes immeasurably to the prosperity and happiness of our country; and that we as a part of this splendid business should at all times conduct ourselves in a manner such as will win for the industry the plaudits of the millions it serves.

"We believe that our success is largely dependent upon the success of others in the automotive industry and that therefore behooves us never to discredit our competitors' merchandise or service.

"We believe that our customers' satisfaction means our success. It is therefore necessary that we continuously strive to increase our efficiency so that we may ever render better service to the motoring public.

"We believe that only standard replacement parts, dependable merchandise and efficient labor should be offered in exchange for the public's money.

"We believe that all merchandise and labor should be sold at a reasonable profit; that to do otherwise demoralizes the industry upon which we depend for support; that it is only profitable businesses which are in a position to render satisfactory and ever improving service.

"We believe that the success of our business is dependent upon the maintained confidence, good will and energy of our employees, who are our representatives, and that it is our duty as employers to be real leaders in ability and enthusiasm for our industry."

## NEW JUGO-SLAVIC TREATY CUTS AUTO IMPORT DUTIES

Washington, Nov. 19.—The Department of Commerce has been informed that by a favored nation treaty, Jugo-Slavia has granted conventional reductions in import duty on automobiles and accessories.

## MOTIVE DEALERS OF ITALY NOW ON AVAILABLE LIST

Washington, Nov. 19.—A list of importers and dealers in automotive products in Italy may be obtained by writing direct to the Commercial Intelligence Division of the Department of Commerce. Reference should be made to the file number, EUR-6,011-0.

Del Ray, Alexandria, Va., treasurer; Thomas Morgan, Los Angeles, Cal.; H. H. Moore, Kansas City, Mo.; Ward Faulkner, Muskogee, Okla.; Geo. P. McCallum, Detroit, Mich.; W. T. Crawford, Book-Cadillac Hotel.

Bus-Transportation, New York City.—Carl W. Stocks, M. B. Knox and R. E. Plimpton, editorial department. David Cameron, N. H. Newton and T. F. Mueller, business department. All representatives are registered at the Book-Cadillac Hotel.

Haskelle Manufacturing Company, Chicago, Ill.—A. L. Johnson of Pontiac, Mich.

The Taft-Pierce Manufacturing Company, Woonsocket, R. I.—F. S. Blackall, vice-president and general manager; J. S. Irvine, Detroit sales manager; and E. D. Wolf. They will have headquarters in room 2230, First National Bank Building, and the Detroit Athletic Club.



# Booklets, Prepared by Dealer, Prove Stimulant to Car Sales

## Distributed by Salesmen

### Unusual Presentation Made of Familiar Selling Points

CONSIDERABLE success has been had by the O'Meara-Young Motor Company, Ford dealer, Denver, Col., through the use of a series of booklets which the firm has prepared and is distributing to prospects. The books constitute a novel form of advertising designed to interest possible buyers in the Ford car.

Two of the booklets stand out above the others as examples of modern dealer advertising in its best form. The subject, style of presentation and the method of placing these booklets in the proper hands should be of interest to other dealers.

The first of the two is entitled, "Where the Diamonds Came From," and is gotten up with an artistic cover in two colors carrying a mystifying line, "Sh—! Not a Word to Your Husband!" to intrigue the interest of the recipient.

#### Stresses Economy

It emphasizes strongly the economy of the Ford car by telling an interesting, human story about a lady living in the suburbs who surprised her friends by suddenly acquiring some expensive jewels. It subsequently develops that she secured the money by reason of the economy of the Ford car compared to the sum she had set aside for transportation.

The booklet was designed especially to attract the attention of women, and that its conversational style, air of mystery and bargain appeal hit the mark is attested by the widespread interest it created.

A great deal of study was devoted by the O'Meara-Young Motor Company to the manner of distributing the booklets. This one in particular is distributed primarily by the car salesmen and it is sent to interested prospective buyers, not to a promiscuous list of names.

#### Sent to Women

When a woman comes in to look at a car, thinks probably she will buy it but isn't sure, the salesman who waited upon her sits down the next morning and mails her one of these booklets. He writes a personal note in his own handwriting and pins it to the booklet.

The note is brief, never more than two short paragraphs, and refers directly to the inclosure. There are nearly a dozen different letters on file, and every salesman has a copy of each, so that he may have a choice of notes to suit the character of each prospect. Here is a typical letter:—

"Dear Mrs. Canaday:

"Here's a little story that interested me, and maybe you will get a kick out of it, too.

"My idea is Mrs. Jim had this just about right. What do you think?"

The other booklet, somewhat smaller than the one just described, has a sepia drawing of an old man, walking with a cane, on the cover. Below the illustration is the title, "There's an Old Man Depending on You for Support."

#### Figures Given

It contains some statistics about nine out of every ten men being dependent upon some one else at the age of 65, and some facts as to how this condition comes about. One way to avoid it, the booklet avers, is to buy cars on an economical basis. A table compares the cost and operation of a Ford car with that of an automobile selling at \$1,000. Figures are given to show that the higher priced car

Something a little out of the ordinary has been undertaken by this Denver Ford dealer. Instead of the usual run of advertising matter, the firm has prepared a number of striking booklets presenting sales points of the cars in an interesting form that catches the attention of the reader at once. Two of the most successful of the series are described in this article. See if you can't adapt some of this dealer's ideas to your own business.

costs considerably more per mile to operate than a Ford. And here is how the booklet impresses its readers with the importance of this extra mileage cost:—

"It's just the same as if you should take a satchel full of money along with you on every trip you make, and every time you pass a mile post you would reach in the satchel, take out a coin and flip it out the window."

This booklet was produced for two purposes. The chief one is aimed at a class of prospects who do not suspect that it is for them at all. It is the present Ford car owner.

#### Aimed at Owner

"The present Ford owner is the Ford dealer's best prospect," explains C. F. Woolley, who, with A. E. O'Meara, president of the company, prepared the booklet, "If he is handled properly. The average buyer of a Ford, however, has in mind something more expensive in the future; perhaps the next car he gets. He wants a car to match the cars of some of his friends.

"We send this booklet to him, with a letter worded like this:—

"As the owner of a Ford car, your experience has already given you the point of the little story inclosed, but maybe you know some young fellow who is thinking of buying a car without having these important facts in mind.

"You will be doing him a real

## Gets Best Results From Use of Mail Advertising

IN Lexington, Ky., the Lexington Engine and Boiler Works, car repair specialists, have found out a way that brings them repair work in a profitable volume and at a price that they can well afford. They have worked out a direct by mail advertising plan that they follow year after year with entire success.

"For some time back we have been using direct by mail advertising with complete success," says R. D. Williams, president. "It gets the business and the unit cost is not so great as to make the continuation of the advertising unwise.

"We go after the automobile owner direct to do his repair work for him, including his welding when he has any. In order to do this we subscribe for a list of automobile registrations. The first of every year we get the big list, because at that time the registrations are the heaviest. Then from time to time throughout the year we get additional lists that give the automobile registrations up to date. In that way we have a complete name service.

"We circularize the names on these lists three or four times a year with a circular letter which we prepare. The letter is written with the idea of catching

## Owners Pick Own Mechanics

MONNOT & SACHER, Canton, O., Ford dealers, have worked out something new in servicing cars.

In the service department there are a series of stalls, where benches and tools of mechanics are available. Ford owners coming into the garage regularly are privileged to select the mechanic they wish to do their repair work, and the car is run into his stall.

This plan has proved very satisfactory and works out as in other lines of business where a man has his favorite barber, his favorite salesman and so forth. Then, too, the mechanic always knows the condition of the car and is assured that there has been no tinkering with it.

Another feature worked out by D. R. Speague, service manager, is a small courtesy card, which the owner finds on his car when he calls for it when left for repair. "I hope you will like my work," is the caption of the card, and it is signed with the mechanic's signature. On the other side the mechanic lists anything he finds is necessary to be done.

favor by handing this little booklet to him and he will some day be grateful to you for it."

So, as Mr. Woolley explains, although the booklet apparently is aimed at the young man who has never owned a car, it is actually aimed at the present owner as well. The note arouses the owner's interest and he reads the story. It brings the cold facts to him more clearly than he had seen them before. And he absorbs them, because it gives him some points of argument in talking about the car he drives.

In boosting his Ford—taking advantage of the points given him—he gladly hands over the booklet to a friend and suggests that he read it carefully. Thus the advertising works double time: keeps the old customer sold and brings in the new one.

the person's attention as soon as he opens it. We have had very excellent results with these letters.

"These letters tell the prospect about our plant and the service that we are prepared to offer. We have the only electric welding plant in Kentucky and naturally we stress that, too, in the circular. We also stress the other different forms of service and repair work that we are equipped to render in the shortest time and at the best price possible.

"There are about 20,000 more names on these lists. Every letter is different, and while each tells the same story, it tells it in a little different way. We pay about \$300 for the list from which we work, and, of course, our letters and mailing cost us money, too. We send them out under drop-letter postage, and that saves a little. But even at that it is costly, as far as dollars and cents is concerned.

"However, this direct by mail advertising does produce the business, and that is what we are after. This is the best method that I have ever discovered or heard about for getting business for a shop such as we run. It gets the business at a cost that we can afford to pay."

## Puts Sales Talks in Readable Form



COVERS of the two interesting booklets prepared by the O'Meara-Young Motor Company, Denver. Their make-up and use are explained in the accompanying article.

## "Weather" Charts Show Records of Salesmen

A LAYMAN looking into the office of M. C. Riordan, a retail sales manager of the Missouri Valley Auto Company, Chrysler distributor, Kansas City, could easily imagine himself in a weather forecaster's laboratory.

On the desk and walls he would find charts of various kinds, with lines in different colors zigzagging across them with such notations as "fair," "rain," "very hot," "snow," "extremely cold," etc., to indicate weather conditions.

But these charts are only Mr. Riordan's way of keeping in touch with what his salesmen are doing and the weather conditions under which they work.

One chart, for a six months' period, has lines across it indicating the total number of interviews all salesmen had in an attempt to find prospects. This line is known as "effort." The next line indicates the new prospects obtained as the result of the "effort." Another line is for the number of demonstrations made to prospective customers, while another indicates the prospects brought to the salesrooms for an interview, and the last to indicate the sales.

"By a glance at my chart I can tell exactly what my salesmen are doing; whether they are loafing on the job or at work. A study of this chart over several years shows that the wave line of final sales moves along at about the same degree as the effort line," Mr. Riordan said.

"I can look back on my charts and tell, also, under what weather handicaps my salesmen worked, if a slump in effort shows up."

In connection with this chart, Mr. Riordan has worked out a salesman cost sheet for each line. Figures for the first eight months of 1925 were used by Mr. Riordan as a basis for the following:—

"I find we paid our salesmen \$1.78 for every person talked to. For each prospect the cost was \$7.18, and for each demonstration \$6.51. The difference here is due to some prospect receiving more than one demonstration. For every prospect brought to the salesrooms to talk business the cost was \$55 and for each sale made the salesmen cost was \$60.62."

## With the House Organs

"The reason ideas die quickly in some heads," says the North East News, published by the North East Electric Company, Rochester, N. Y., "is because they can't stand solitary confinement."

The Paige-Detroit Motor Car Company announces in the Paige-Jewett Re-Vator that it has prepared a Christmas card for dealers to send their customers. Supplies can be ordered through the company.

"What builds service?" asks the Sales Starter, issued by Durant Motors, Inc., and gives this pertinent answer: "The spirit of yourself and employees; the desire and capacity really to serve."

## PLAN STIMULATES SALE OF TIRE CHAINS

The Superior Motor Supply Company, Worcester, Mass., is attracting business and piling up the volume of cash sales by a seasonal stunt that is also advertising their store.

The plan as outlined by Albert G. Gay, head of the concern, is to give every one who buys a set of tire chains at their store a gallon can of motor oil, which he is making a drive to introduce. All sizes of tire chains for regulars, balloons and trucks are stocked by this firm.

Mr. Gay announces that his concern will secure any article ordered by motorists that is not in stock without any extra charge whatever.

## BATTERY REMINDERS

The Young Smith Battery Company of Waco, Tex., has a little wrinkle that creates lots of good will. It gives stickers having a place for the date on which water was put in the battery. This is pasted on the car windshield and the owner is thus given a constant reminder of the time when this operation should be performed.



## Dealer Activities

### TO SELL COMMERCE TRUCKS AT ALBANY

Albany, N. Y., Nov. 19.—J. A. McBride, who for some time has conducted a trucking business in this city, has just been appointed Albany representative for Commerce trucks and buses. The salesroom and service station is located at 843 Broadway.

### PACKARD CAR SHOW HELD IN NEW HAVEN

New Haven, Conn., Nov. 19.—Thousands have attended the Packard closed car show held here at the salesrooms of the Packard Sales and Service Company. Frank Cummings, head of the company, arranged a special program, and Station WDRC, of this city broadcast an hour of music from the show each day.

### FAULKNER RE-ENTERS AUTO SALES FIELD

Los Angeles, Nov. 19.—Al G. Faulkner, one of the first and foremost distributors of automobiles on the Pacific Coast until his retirement some years ago, has again entered the local field under the name of the Al G. Faulkner, Inc., with show rooms at South Grand and 17th Sts. This time he has identified himself with the Hudson-Essex line, which he will handle in the metropolitan area of the city.

### PIERCE-ARROW ENTERS WACO, TEX. SECTION

Waco, Tex., Nov. 19.—The J. F. Reeves Company, located at 929 Austin Ave., has just been appointed central Texas dealer for Pierce-Arrow automobiles. This car formerly had no dealer in Waco, and all cars for this section had to be ordered from the Dallas factory branch. Both passenger vehicles and trucks will be handled. J. F. Reeves is manager of the new concern.

### TO SELL PIERCE-ARROWS IN JOHNSTOWN, PA.

Johnstown, Pa., Nov. 19 (U. T. P. S.).—The Pioneer Motor Sales Company of 148-154 Barron Ave. has just received appointment as Pierce-Arrow dealer in Johnstown and vicinity.

### FIELD MADE HUPP SUB DEALER IN OAKLAND

Oakland, Cal., Nov. 19.—Ritchie C. Field has just taken over the east Oakland sub-dealership for the Hupmobile. He is a veteran automobile dealer in this territory.

### NEW BOSTON DEALER FOR OVERLAND CARS

Boston, Nov. 19 (U. T. P. S.).—An associate dealer has just been appointed to handle Willys-Knight and Overland cars in this city. The concern is the Commonwealth Overland Company, located in the automotive district, at 838 Commonwealth Ave.

### STAR DEALERSHIP SOLD IN LONG BEACH

Long Beach, Cal., Nov. 19.—D. W. Roberts, star dealer, has just announced the sale of his business on American Avenue, near 14th Street, to Woodward Brothers of Pomona. Mr. Roberts will leave the automotive field to engage in real estate and subdivision work.

### GETS COUNTY FRANCHISE FOR OAKLAND CARS

Decatur, Ill., Nov. 19.—Robert R. Peck has just opened a garage and sales business at 502 East William St. and has been appointed distributor of the Oakland car in the Macon County territory.

### BRANCH ADDED BY ILLINOIS DEALER

Moline, Ill., Nov. 19.—The Service Motor Sales Company, 1612-14 3d Ave., Rock Island, has just opened a new salesroom and garage at 1709-11 5th Ave., Moline. Julius Gottlieb, president of the company, which handles Star, Durant and Flint cars, arranged a reception for the opening of the branch here.

### BUICK SALESMEN FORM OWN COMPANY

Hartford, Conn., Nov. 19.—Philip Cohen and Edward Fischer have severed their connection with the Capitol Buick Company, where they have been on the sales force since the company was organized three years ago. They have formed the West Hartford Motor Sales Company and have taken over a garage and service station on Arnoldsdale Road. The new company is authorized to sell Buick cars in the west side territory.

### NEW FRANKLIN DEALER IN ASBURY PARK

Asbury Park, N. J., Nov. 19.—The Franklin car dealership here has been transferred to the Franklin Motor Car Company, the firm name for Harold W. Sexton and Richard E. English. They have opened salesrooms here at 1004 1st Ave.

### YOUNGSTOWN FIRM TAKES NEW FRANCHISES

Youngstown, O., Nov. 19.—The Deibel Motor Company has just been appointed associate dealer in Nash and Ajax cars and also representative of the Stearns-Knight automobiles in this territory. C. S. Deibel, P. C. Deibel and E. Leslie Lawlor are incorporators of the new firm.

### NEW JORDAN DEALER IN JERSEY ACTIVE

Elizabeth, N. J., Nov. 19.—Sherman M. Schneider, who has been appointed local dealer for the Jordan line in and around Elizabeth, has established a salesroom and service station at 46 Westfield Ave. Several models are on display. He reports several sales already made and some orders on his books for future delivery.

### CHEVROLET SALES CUP SHOWN BY HUB WINNER

Boston, Mass., Nov. 19 (U. T. P. S.).—The silver loving cup offered as first prize in the national sales contest conducted by the Chevrolet Motor Company to the dealer organization showing the greatest percentage of sales for the Atlantic display in the headquarters at 27 C. Sills, Inc., of this city, and now forms the main part of the window Huntington Ave.

### AUBURN GIVES UP CHICAGO PREMISES

Chicago, Nov. 19.—The Chicago branch of the Auburn at 3914 South Wabash Ave. has been closed and Manager F. P. Popp has moved his headquarters to 2449 South Michigan Ave., where he will make his quarters with Woods Motors, Inc., which operates as retail dealers. Mr. Popp will continue to devote his exclusive attention to the wholesaling of Auburn cars.

### MADE NASH SUB-DEALER IN ROCHESTER, N. Y.

Rochester, N. Y., Nov. 19.—Yonk-Foster Nash Company, just organized as a sub-dealer for Nash cars, under the Mortimore Motor Car Company, has opened a show-room and service station in St. Paul Street. E. J. Yonk, former wholesale manager of the Mortimore Company, and Lew C. Foster, a former dealer and sales manager, are partners in the firm.

### TO SELL FLINT CARS IN NEW HAVEN

New Haven, Conn., Nov. 19.—T. F. Feltis of this city, who has just been appointed an associate dealer for the Flint car, will have his salesroom on State Street.

### COLUMBUS DATES

Columbus, O., Nov. 19.—Announcement was made here today that the Columbus automobile exposition would be held January 18 to 23. The show will be held in Memorial Hall.

## PERSONALS

### CRANE NEWARK MANAGER

Newark, N. J., Nov. 19.—W. T. Crane, who was formerly connected with the Brooklyn Durant Company and who more recently managed the Long Branch, N. J., branch of the Durant Company, has just been assigned to this city, taking over the management of the Newark Durant Company at 493 Broad St.

### MOODY ENDS FOREIGN TOUR

Chicago, Nov. 19.—Charles J. Moody, veteran local Hudson dealer, has just returned from a five months' tour of Europe. With his son, Carl, he visited Norway, Sweden, Denmark, Germany, France and Switzerland, including a visit to his birthplace at Karlstad, Sweden. Seven thousand miles of the trip were made in an Essex touring car delivered to Mr. Moody in Stockholm.

### Lomatch at N. A. F. C.

Evansville, Ind., Nov. 19.—Carl R. Lomatch, treasurer of the Southern Finance Company, discounter of automobile paper in this section, attended the convention of the National Association of Finance Companies, held in Chicago November 16 and 17.

### HOSNER JOINS DEALER

Schenectady, N. Y., Nov. 19.—William T. Hosner, Jr., formerly with the courtesy department of the Packard factory at Detroit, has just joined the sales staff of A. Wayne Merriam, Inc., the newly appointed Packard dealer here. Previous to his connection with the courtesy department, Mr. Hosner was a member of the Packard sales force.

### TOMPKINS HEADS PARADE

Glendale, Cal., Nov. 19.—D. R. Tompkins, Jordan dealer for Glendale, headed the huge Armistice Day parade in this city with a Jordan Play Boy, designated as the official car and carrying the marshal of the day.

### WEINBERG WINS TRIP

Hartford, Conn., Nov. 19.—Leonard W. Weinberg of the sales staff of F. W. Williams, Inc., Paige and Jewett distributor, having the best sales record on the force during the factory sales contest, has just been awarded a trip to Detroit, with all his expenses paid. He has been associated with the Williams organization since it was founded, several years ago.

### BELL WITH HERBERT CO.

Los Angeles, Nov. 19.—W. H. Bell has been added to the wholesale sales organization of the W. P. Herbert Company, Chandler and Cleveland distributor. He is widely known among automobile dealers throughout southern California.

## Improvements

### WILL MOVE DECEMBER 15

Santa Monica, Cal., Nov. 19.—The Day Motor Company, Willys-Knight and Overland dealers will be housed in its new building and display rooms now under construction at 1117 Santa Monica Boulevard, about December 15.

### PLAN 3-STORY HOME

Chicago, Nov. 19.—Plans have just been drawn for a three-story building to be erected by Hesser & Soden, Ford and Lincoln dealers, at 1234 Morse Ave. The architects have done what is called an unusual engineering feat, as they will use the one-story garage now standing in the improvement. When completed, the original \$75,000 structure will represent an investment of \$175,000.

### DOUBLES FLOOR SPACE

Topeka, Kan., Nov. 19.—The J. W. Anders Motor Company, dealer in Paige and Jewett cars, has just moved from 908 West 6th Ave. to 1024-26 Kansas Ave., where it has twice its former floor space.

## Classified Advertising

### CLASSIFIED RATES

5c a word (per daily insertion)  
If 6 consecutive insertions are used, the 6th insertion is free.  
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order, or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.  
6 consecutive insertions, the sixth insertion free, will cost \$12.50.  
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment. You have read this ad, so will other people read yours, if placed in our classified columns.

### TROUBLE LAMPS

#### WONDERLAMP

Electro Magnetic Trouble Lamp.

Big money maker for agents and distributors. Every demonstration a sale.

#### THE WONDERLAMP CO.,

Fisk Building, New York, N. Y.

### FLEET OWNER LISTS

OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS. These fleet owners offer a huge market for your product. Are you reaching them? Do you know the man to see? There's a list of these fleet owners, kept up to date and giving the name of the right man to see. Used by the largest people in the business. M. MACHOL, 417 Central Park West, New York City. Tel. Academy 8181.

### GREECE ENFORCES IMPORT PROHIBITION ON AUTOS

Washington, D. C., Nov. 19.—The Department of Commerce has been informed that the Greek minister of finance has ordered the rigid enforcement of the present import prohibition on passenger automobiles as well as other articles.

### FOR SALE

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

TILE block garage, 30x60, selling popular type car; fully equipped shop, doing good business; 2-room dwelling; good location; requires about \$3,500. Inquire C. M., Automotive Daily News.

FOR SALE—Several good patents in the automobile enclosure line including established business, stock and machinery. Address Box No. 50, Automotive Daily News.

### SALESMEN WANTED

MEN working garage trade for brake re-fining machine, new invention; costs one-fifth other devices; does perfect job in half usual time; sells on demonstration. Big money-making opportunity. Write Bear Mfg. Company, Rock Island, Ill.

## What are You Seeking?

We are always on the lookout for live-wire distributors who appreciate advantages and ever increasing profits in handling exclusive distribution of high-grade automotive products known the world over for exceptional merit and quality. Sales and advertising co-operation unsurpassed to distributor who will retaliate with co-operation. An opportunity to the right man to build an increasingly profitable and substantial business. All negotiations confidential.

Business Extension Department, 630 N. Meridian, Indianapolis, Ind.

## DIANA ROADSTERS SHOW DUOCO COLOR SCHEMES

New York, Nov. 19.—An innovation in Duco color combinations was introduced by the Diana Motors Company recently when a number of special Diana roadsters, beautifully finished in black and white Duco, were placed on display by several of the larger Moon-Diana distributors as an experiment in special body finishes.

# 48 HOURS AFTER YOUR CLASSIFIED ADVERTISEMENT Has Been Received by the AUTOMOTIVE DAILY NEWS

It has reached thousands of progressive business men in the Automotive industry  
**JUST CONSIDER THIS!**

Also Consider the Exceedingly  
**LOW RATE**

Then you will agree that there is no better medium in which to cover the field

**USE IT!**